PM-USA WEEKLY PERFORMANCE SUMMARY
WEEKLY INTEGRATED NIELSEN - W/E 12/31/94

ALL OUTLETS COMBINED:

- PM's weekly share gained +0.5 points versus week-ago to 47.9% (its highest level to date). Week-to-week advances by Marlboro and Basic were partially offset by OPB and PL declines. On a four week basis, PM's share increased +1.0 point versus the prior four week period to 47.1% (its highest level to date), primarily driven by Marlboro.

- During the fourth full week of the Holiday Bonus Program, Marlboro's weekly share advanced +0.6 points versus week-ago to 31.0%, its highest level to date. The franchise realized week-to-week gains in c-stores and supermarkets of +0.6 points each, while advancing +0.1 point in drug outlets and declining -0.6 points in mass merchandisers (following last week's +2.9 point gain). On a four week basis, Marlboro advanced +0.9 share points versus the prior four week period to 30.2% (also a record level).

- PM OPB's weekly share declined -0.1 point versus week-ago to 8.9%, while four week performance advanced +0.1 point to 9.0% (likely influenced by year-end direct mail activity).

- PM Discount's share was stable on both a weekly (7.9%) and four week (8.0%) basis. Week-to-week gains by Basic (likely benefiting from increased free product activity) were offset by PM PL losses.

- RJR's weekly share was unchanged versus week-ago at 27.2%, as losses by the company's branded discount franchises offset gains by RJR's PL's. The manufacturer's premium franchises were stable week-to-week. On a four week basis, RJR's share was off -0.9 points versus the prior four week period to 27.5%, with losses to both its premium and discount franchises.

- The Discount category's weekly share declined -0.4 points versus week-ago to 29.3% (its lowest level year-to-date), with the Branded Discount segment accounting for the majority of the loss. The category's four week share was off -0.6 points versus the prior four week period to 30.0% (also a year-to-date low), with the Branded Discount and PL segment both contributing to the loss.

CONVENIENCE STORES:

- PM's weekly share increased +0.8 points versus week-ago to 49.0%, with Marlboro, OPB and Basic gains more than offsetting PM PL declines. On a four week basis, PM's share advanced +1.0 point versus the prior four week period to 48.1%, with Marlboro and Basic accounting for the advance.
  - Basic's four week share advanced +0.2 points versus the prior four week period to 4.8%, as the percent of c-stores with a free product offer increased +2 points versus week-ago and +6 points since the w/e 12/10 to 13%.

- Marlboro's weekly share reached its highest level to date at 33.5%, up +0.6 points versus week-ago. The franchise's four week share was up +0.9 points to 32.6% versus the prior four week period.

- RJR's weekly share remained unchanged at 26.6%, with Winston, Salem and RJR PL gains offsetting losses by the company's branded discount franchises. On a four week basis, the company's share was down -1.1 point versus the prior four week period to 26.9%, with losses by both its Premium and Discount franchises.

- The Discount Category's share decreased -1.2 points versus week-ago to 30.1%, to its lowest level year-to-date. Week-to-week losses by PM and American PL's, Monarch, Montclair and GPC were partially offset by RJR PL gains. On a four week basis, the category's share was off -0.3 points versus the prior four week period to 31.2%, with Doral experiencing the largest loss.

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Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

BENCHMARKS
NIELSEN DATA W/E 12/31/94

ALL OUTLETS COMBINED:

BENCHMARKS - TOTAL US
WEEKLY INTEGRATED NIELSEN - ALL OUTLET COMBINED

	Target	Benchmarks*		4 w/e 31-Dec	Current vs. Benchmark
Philip Morris	44.3	44.5	(lower limit)	47.1	+2.6
Marlboro	25.7	26.3	(lower limit)	30.2	+3.9
OPB	8.8	8.9	(lower limit)	9.0	+0.1
Virginia Slims	2.7	2.7	(lower limit)	2.9	+0.2
Benson & Hedges	2.5	2.5	(lower limit)	2.4	-0.1
Merit	2.8	2.8	(lower limit)	2.9	+0.1
Parliament	0.6	0.6	(lower limit)	0.6	0.0
Basic Shr. of Discount	15.1	14.5	(lower limit)	15.0	+0.5
Discount Category	34.5	+2.0 Pts.	(upper limit)**	30.0	-4.5
Private Label	8.5	9.0	(upper limit)	6.6	-2.4

* Revised to reflect 1994 First Revised Forecast.

** Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.5%.

CONVENIENCE STORES:

BENCHMARKS - TOTAL US
NIELSEN WEEKLY C-STORE AUDITS

	Benchmarks		4 w/e 31-Dec	Current vs. Benchmark
Philip Morris	45.2	(lower limit)	48.1	+2.9
Marlboro	28.2	(lower limit)	32.6	+4.4
OPB	7.7	(lower limit)	7.6	-0.1
Virginia Slims	2.3	(lower limit)	2.3	0.0
Benson & Hedges	2.2	(lower limit)	2.0	-0.2
Merit	2.6	(lower limit)	2.7	+0.1
Parliament	0.4	(lower limit)	0.5	+0.1
Basic - Shr. of Discount	16.3	(lower limit)	15.3	-1.0
Discount Category	+2.0 Pts.	(upper limit)*	31.2	-3.7
Private Label	10.2	(upper limit)	7.7	-2.5
Lowest Disc. Price **	$1.34	(lower limit)	$1.33	-$0.01
Absolute Price Gap ***	$0.57	(upper limit)	$0.55	-$0.02

* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.9%.

** Source: Nielsen Weekly Pricing Audits (linear average)

*** Marlboro versus lowest Discount.

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Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

INTEGRATED NIELSEN PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 12/31/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
Philip Morris	41.63	45.07	46.47	46.31	46.24	46.07	45.99	46.92	46.05	47.22	47.38	47.85	0.47	46.18	46.43	46.69	47.12	1.01
PM Premium	31.00	36.15	37.84	37.79	38.04	37.87	37.97	38.93	37.86	39.19	39.50	39.94	0.44	38.13	38.38	38.68	39.12	0.99
PM Discount	10.51	8.91	8.62	8.49	8.16	8.19	8.02	7.99	8.19	8.03	7.88	7.91	0.03	8.04	8.05	8.01	8.00	0.02
PM Branded Discount	7.55	28.09	29.22	7.00	6.80	6.87	6.79	6.82	6.96	6.85	6.73	6.81	0.08	6.84	6.85	6.82	6.84	0.07
PM Private Label	2.96	1.61	1.59	1.50	1.37	1.32	1.23	1.17	1.23	1.17	1.15	1.10	-0.05	1.21	1.20	1.19	1.17	-0.05
PM Assorted Promo	0.11	0.01	0.01	0.03	0.03	0.10	0.14	0.18	0.14	0.19	0.21	0.25	0.04	0.14	0.16	0.18	0.20	0.07
R.J. Reynolds	33.58	30.41	28.54	28.82	29.00	28.82	28.66	27.67	28.17	27.51	27.24	27.23	-0.01	28.35	28.09	27.78	27.54	-0.94
RJR Premium	16.88	17.17	16.92	17.04	17.04	17.05	17.03	16.75	16.74	16.65	16.70	16.66	-0.04	16.91	16.82	16.77	16.69	-0.32
RJR Discount	16.51	13.19	11.55	11.71	11.89	11.78	11.63	10.93	11.43	10.86	10.53	10.57	0.04	11.44	11.27	11.01	10.85	-0.62
RJR Branded Discount	11.77	8.96	7.79	7.99	8.17	8.12	7.93	7.22	7.53	7.27	7.07	6.89	-0.18	7.64	7.49	7.30	7.19	-0.52
RJR Private Label	4.74	4.24	3.76	3.71	3.71	3.66	3.70	3.70	3.90	3.59	3.46	3.68	0.22	3.80	3.78	3.71	3.66	-0.11
RJR Assorted Promo	0.20	0.05	0.07	0.07	0.07	0.10	0.14	0.11	0.13	0.10	0.10	0.11	0.01	0.13	0.12	0.11	0.11	-0.02
Brown & Williamson	10.70	10.28	10.44	10.36	10.09	10.16	10.16	10.31	10.57	10.27	10.29	10.11	-0.18	10.27	10.31	10.35	10.31	0.10
B & W Premium	4.33	4.19	4.22	4.15	4.10	4.16	4.16	4.18	4.34	4.15	4.13	4.09	-0.04	4.20	4.21	4.21	4.18	0.00
B & W Discount	6.37	6.09	6.22	6.21	5.99	6.01	6.00	6.12	6.23	6.11	6.16	6.02	-0.14	6.07	6.11	6.15	6.13	0.10
Lorillard	5.73	6.26	6.40	6.42	6.57	6.66	6.81	6.78	6.82	6.72	6.69	6.78	0.07	6.84	6.81	6.79	6.75	-0.08
Lorillard Premium	5.70	6.00	6.09	6.08	6.25	6.34	6.48	6.45	6.47	6.38	6.36	6.46	0.10	6.50	6.47	6.45	6.42	-0.07
Lorillard Discount	0.03	0.26	0.31	0.34	0.32	0.32	0.33	0.33	0.35	0.34	0.33	0.30	-0.03	0.34	0.34	0.34	0.33	-0.01
American Tobacco	5.92	6.04	6.15	6.12	6.11	6.24	6.44	6.46	6.54	6.44	6.56	6.32	-0.24	6.46	6.46	6.50	6.47	0.02
American Premium	3.29	3.18	3.07	3.06	3.07	3.08	3.05	3.04	3.04	3.01	3.06	3.01	-0.05	3.05	3.04	3.05	3.03	-0.03
American Discount	2.63	2.86	3.08	3.07	3.04	3.16	3.39	3.42	3.50	3.43	3.50	3.31	-0.19	3.41	3.42	3.45	3.44	0.05
Amer Branded Discount	2.20	2.10	2.40	2.39	2.41	2.55	2.68	2.66	2.73	2.67	2.71	2.60	-0.11	2.66	2.66	2.68	2.68	0.02
Amer Private Label	0.43	0.76	0.68	0.68	0.63	0.61	0.71	0.76	0.78	0.76	0.79	0.71	-0.08	0.75	0.76	0.77	0.76	0.02
Liggett	2.31	1.82	1.86	1.84	1.88	1.91	1.80	1.72	1.72	1.71	1.70	1.62	-0.08	1.78	1.76	1.75	1.69	-0.11
Liggett Premium	0.74	0.58	0.52	0.51	0.51	0.51	0.51	0.49	0.49	0.49	0.50	0.46	-0.04	0.50	0.50	0.50	0.49	-0.02
Liggett Discount	1.57	1.23	1.34	1.33	1.37	1.40	1.29	1.24	1.23	1.22	1.20	1.16	-0.04	1.27	1.26	1.25	1.20	-0.09
Lig Branded Discount	0.36	0.34	0.28	0.22	0.19	0.18	0.18	0.19	0.19	0.18	0.20	0.18	-0.02	0.19	0.19	0.20	0.19	0.00
Lig Private Label	1.22	0.89	1.06	1.11	1.17	1.22	1.11	1.04	1.04	1.04	1.00	0.98	-0.02	1.08	1.07	1.06	1.01	-0.09
A/O Co-International	0.13	0.13	0.14	0.12	0.12	0.14	0.13	0.13	0.13	0.13	0.14	0.12	-0.02	0.13	0.13	0.13	0.13	0.00

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

INTEGRATED NIELSEN PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 12/31/94

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
Philip Morris	41.63	45.07	46.47	46.31	46.24	46.07	45.99	46.92	46.05	47.22	47.38	47.85	0.47	46.18	46.43	46.69	47.12	1.01
PM Premium-Shr Prem	50.04	53.71	55.07	55.03	55.10	54.82	54.82	55.68	54.86	56.03	56.17	56.51	0.34	54.97	55.24	55.47	55.89	0.98
PM Discount-Shr Disc	27.88	27.34	27.67	27.22	26.49	26.51	26.10	26.56	26.44	26.71	26.57	26.96	0.39	26.26	26.37	26.46	26.66	0.54
PM Brd Disc-Shr Brd Disc	26.63	28.09	29.22	28.92	28.39	28.39	28.33	29.14	28.94	29.18	28.92	29.79	0.87	28.73	28.89	28.99	29.20	0.69
PM PL-Shr PL	31.68	21.47	22.39	21.37	19.87	19.36	18.21	17.51	17.76	17.88	18.02	17.00	-1.02	17.66	17.62	17.63	17.67	-0.15
Marlboro	22.04	26.92	29.01	29.05	29.27	29.08	29.11	29.97	29.00	30.17	30.45	31.00	0.55	29.25	29.45	29.72	30.15	0.91
Red	8.04	9.75	10.31	10.42	10.54	10.33	10.18	10.35	9.80	10.44	10.57	10.75	0.18	10.08	10.15	10.26	10.39	0.20
Lights NM	9.85	12.18	12.91	13.08	13.30	13.20	13.32	13.77	13.39	13.86	13.90	14.14	0.24	13.52	13.58	13.68	13.82	0.34
Gold	2.01	2.45	2.54	2.53	2.57	2.55	2.55	2.78	2.80	2.75	2.89	2.93	0.04	2.61	2.67	2.75	2.84	0.29
Medium	1.37	1.54	1.61	1.62	1.63	1.73	1.75	1.79	1.79	1.79	1.82	1.82	0.00	1.77	1.78	1.79	1.80	0.07
Menthol	0.59	0.92	0.99	1.02	1.03	1.07	1.11	1.13	1.09	1.17	1.14	1.20	0.06	1.10	1.12	1.12	1.15	0.05
Other PM Premium	9.06	9.24	8.83	8.76	8.79	8.79	8.86	8.95	8.85	9.02	9.04	8.94	-0.10	8.88	8.93	8.95	8.97	0.09
Benson & Hedges	2.53	2.59	2.42	2.39	2.42	2.42	2.43	2.45	2.43	2.47	2.43	2.44	0.01	2.43	2.45	2.45	2.44	0.00
Merit	2.90	2.98	2.84	2.82	2.82	2.82	2.86	2.89	2.85	2.92	2.91	2.91	0.00	2.85	2.88	2.88	2.90	0.05
Virginia Slims	2.91	2.93	2.84	2.83	2.84	2.86	2.86	2.90	2.86	2.91	2.96	2.89	-0.07	2.88	2.88	2.90	2.91	0.04
Parliament	0.53	0.56	0.57	0.57	0.56	0.55	0.57	0.57	0.56	0.57	0.58	0.55	-0.03	0.57	0.57	0.57	0.57	0.00
Saratoga	0.12	0.12	0.10	0.10	0.10	0.09	0.10	0.10	0.10	0.10	0.10	0.11	0.01	0.10	0.10	0.10	0.10	0.00
Cambridge	2.25	1.92	1.84	1.86	1.89	1.88	1.73	1.75	1.78	1.78	1.70	1.69	-0.01	1.78	1.79	1.77	1.74	-0.01
Alpine	0.52	0.43	0.41	0.40	0.38	0.39	0.38	0.36	0.39	0.35	0.35	0.33	-0.02	0.38	0.37	0.37	0.36	-0.02
Bristol	0.53	0.24	0.18	0.17	0.16	0.19	0.15	0.14	0.15	0.13	0.13	0.15	0.02	0.15	0.14	0.14	0.14	0.00
Basic	4.00	4.54	4.50	4.47	4.47	4.52	4.45	4.47	4.54	4.49	4.44	4.53	0.09	4.44	4.46	4.46	4.50	0.09
PM Private Label	2.96	1.61	1.59	1.50	1.37	1.32	1.23	1.17	1.23	1.17	1.15	1.10	-0.05	1.21	1.20	1.19	1.17	-0.05
RJ Reynolds	33.58	30.41	28.54	28.82	29.00	28.82	28.66	27.67	28.17	27.51	27.24	27.23	-0.01	28.35	28.09	27.78	27.54	-0.94
RJR Premium- Shr Prem	27.24	25.51	24.62	24.81	24.68	24.67	24.58	23.95	24.26	23.80	23.75	23.57	-0.18	24.38	24.21	24.05	23.85	-0.64
RJR Discount- Shr Disc	43.78	40.48	37.06	37.53	38.56	38.10	37.85	36.32	36.86	36.14	35.50	36.04	0.54	37.35	36.94	36.39	36.14	-1.40
Brown & Williamson	10.70	10.28	10.44	10.36	10.09	10.16	10.16	10.31	10.57	10.27	10.29	10.11	-0.18	10.27	10.31	10.35	10.31	0.10
B & W Premium- Shr Prem	6.99	6.23	6.14	6.04	5.94	6.02	6.01	5.98	6.29	5.94	5.87	5.78	-0.09	6.06	6.05	6.03	5.97	-0.05
B & W Discount- Shr Disc	16.89	18.69	19.95	19.92	19.44	19.43	19.53	20.35	20.10	20.34	20.75	20.54	-0.21	19.80	20.02	20.31	20.43	0.71
Lorillard	5.73	6.26	6.40	6.42	6.57	6.66	6.81	6.78	6.82	6.72	6.69	6.76	0.07	6.84	6.81	6.79	6.75	-0.08
Lorillard Premium- Shr Prem	9.20	8.91	8.86	8.86	9.05	9.18	9.36	9.23	9.38	9.12	9.04	9.14	0.10	9.37	9.31	9.26	9.17	-0.18
Lorillard Discount- Shr Disc	0.09	0.81	1.00	1.09	1.05	1.05	1.09	1.10	1.12	1.14	1.12	1.02	-0.10	1.11	1.13	1.11	1.10	0.00
American Tobacco	5.92	6.04	6.15	6.12	6.11	6.24	6.44	6.46	6.54	6.44	6.56	6.32	-0.24	6.46	6.46	6.50	6.47	0.02
American Premium- Shr Prem	5.32	4.72	4.47	4.45	4.44	4.46	4.40	4.35	4.40	4.31	4.35	4.25	-0.10	4.39	4.37	4.38	4.33	-0.07
American Discount- Shr Disc	6.97	8.78	9.88	9.83	9.86	10.21	11.03	11.37	11.31	11.40	11.80	11.29	-0.51	11.13	11.21	11.39	11.45	0.35
Liggett	2.31	1.82	1.86	1.84	1.88	1.91	1.80	1.72	1.72	1.71	1.70	1.62	-0.08	1.78	1.76	1.75	1.69	-0.11
Liggett Premium- Shr Prem	1.19	0.87	0.75	0.75	0.74	0.74	0.74	0.70	0.70	0.71	0.71	0.66	-0.05	0.73	0.72	0.71	0.69	-0.04
Liggett Discount- Shr Disc	4.18	3.78	4.30	4.25	4.44	4.53	4.19	4.11	3.97	4.06	4.04	3.96	-0.08	4.15	4.15	4.14	4.01	-0.21

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

INTEGRATED TOP 25 PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 12/31/94

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
Marlboro	22.04	26.92	29.01	29.05	29.27	29.08	29.11	29.97	29.00	30.17	30.45	31.00	0.55	29.25	29.45	29.72	30.15	0.91
Winston	5.61	6.17	6.11	6.13	6.11	6.06	6.00	5.81	5.80	5.83	5.76	5.75	-0.01	5.91	5.87	5.82	5.78	-0.19
Winston Select	0.43	0.93	1.23	1.26	1.25	1.22	1.18	1.07	1.08	1.07	1.07	1.03	-0.04	1.13	1.10	1.08	1.06	-0.09
Winston Select Lights	0.00	0.55	0.66	0.69	0.69	0.67	0.62	0.56	0.55	0.57	0.55	0.52	-0.03	0.59	0.58	0.56	0.55	-0.06
GPC	4.48	4.47	5.02	5.09	4.93	4.93	4.95	5.07	5.16	5.07	5.10	5.00	-0.10	5.00	5.05	5.08	5.08	0.11
Basic	4.00	4.54	4.50	4.47	4.47	4.52	4.45	4.47	4.54	4.49	4.44	4.53	0.09	4.44	4.46	4.46	4.50	0.09
Doral	4.27	4.53	4.54	4.82	5.12	5.11	5.17	4.76	4.90	4.82	4.62	4.56	-0.06	4.98	4.92	4.80	4.73	-0.29
Camel	3.82	4.17	4.36	4.45	4.51	4.43	4.38	4.35	4.36	4.28	4.35	4.36	0.01	4.38	4.35	4.35	4.34	-0.05
Camel Filters	3.08	3.51	3.70	3.80	3.86	3.78	3.73	3.71	3.73	3.64	3.69	3.73	0.04	3.74	3.71	3.71	3.70	-0.04
Camel Special Lights	0.08	0.59	0.49	0.48	0.47	0.52	0.48	0.45	0.48	0.43	0.44	0.43	-0.01	0.47	0.47	0.46	0.44	-0.03
Camel Non-Filter	0.74	0.66	0.66	0.65	0.65	0.65	0.65	0.64	0.63	0.64	0.65	0.63	-0.02	0.64	0.64	0.65	0.64	-0.01
Salem	4.22	4.02	3.88	3.88	3.89	3.87	3.93	3.92	3.92	3.87	3.89	3.94	0.05	3.93	3.92	3.91	3.91	-0.04
Newport	3.24	3.72	4.01	3.97	4.03	4.03	4.14	4.11	4.05	4.01	4.05	4.25	0.20	4.11	4.09	4.08	4.09	-0.04
Kool	3.27	3.11	3.19	3.12	3.11	3.13	3.14	3.15	3.27	3.13	3.09	3.10	0.01	3.16	3.17	3.16	3.15	0.00
Virginia Slims	2.91	2.93	2.84	2.83	2.84	2.86	2.86	2.90	2.86	2.91	2.96	2.89	-0.07	2.88	2.88	2.90	2.91	0.04
Merit	2.90	2.98	2.84	2.82	2.82	2.82	2.86	2.89	2.85	2.92	2.91	2.91	0.00	2.85	2.88	2.88	2.90	0.05
Benson & Hedges	2.53	2.59	2.42	2.39	2.42	2.42	2.43	2.45	2.43	2.47	2.43	2.44	0.01	2.43	2.45	2.45	2.44	0.00
Monarch	2.81	2.42	1.89	1.86	1.75	1.77	1.64	1.45	1.53	1.43	1.49	1.36	-0.13	1.58	1.52	1.47	1.45	-0.15
Cambridge	2.25	1.92	1.84	1.86	1.69	1.68	1.73	1.75	1.78	1.78	1.70	1.69	-0.01	1.78	1.79	1.77	1.74	-0.01
Vantage	1.72	1.48	1.36	1.37	1.33	1.36	1.37	1.35	1.32	1.36	1.38	1.31	-0.07	1.35	1.35	1.35	1.34	-0.03
Carlton	1.38	1.39	1.33	1.33	1.37	1.37	1.38	1.36	1.39	1.35	1.36	1.32	-0.04	1.38	1.38	1.37	1.36	-0.02
Montclair	0.93	0.94	1.22	1.21	1.20	1.28	1.40	1.38	1.43	1.37	1.43	1.34	-0.09	1.39	1.38	1.39	1.39	0.00
Best Value	3.51	1.36	0.93	0.91	0.92	0.86	0.77	0.68	0.75	0.70	0.65	0.64	-0.01	0.73	0.70	0.69	0.68	-0.06
Pall Mall	1.17	1.09	1.08	1.06	1.05	1.06	1.04	1.04	1.01	1.02	1.06	1.05	-0.01	1.03	1.02	1.03	1.03	-0.01
Misty	0.88	1.00	1.09	1.09	1.14	1.19	1.20	1.21	1.22	1.23	1.21	1.19	-0.02	1.19	1.20	1.22	1.21	0.02
Kent	1.28	1.13	1.01	1.02	1.01	1.01	1.00	1.00	1.03	1.02	0.98	0.96	-0.02	1.02	1.02	1.01	1.00	-0.01
Viceroy	1.05	1.00	0.83	0.81	0.79	0.77	0.77	0.78	0.78	0.78	0.78	0.75	-0.03	0.78	0.78	0.79	0.77	-0.01
Capri	0.58	0.69	0.70	0.71	0.68	0.72	0.70	0.72	0.74	0.70	0.72	0.69	-0.03	0.73	0.72	0.72	0.71	0.00
Now	0.80	0.68	0.62	0.62	0.60	0.60	0.61	0.61	0.61	0.61	0.61	0.58	-0.03	0.61	0.61	0.61	0.61	0.00
More	0.70	0.64	0.58	0.58	0.59	0.61	0.59	0.60	0.60	0.59	0.62	0.60	-0.02	0.59	0.60	0.60	0.60	0.01

* Top 25 is Based on All Outlets Combined.

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

INTEGRATED DISCOUNT PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 12/31/94

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
Private Label																		
PM PL	2.96	1.61	1.59	1.50	1.37	1.32	1.23	1.17	1.23	1.17	1.15	1.10	-0.05	1.21	1.20	1.19	1.17	-0.05
RJR PL	4.74	4.24	3.76	3.71	3.71	3.66	3.70	3.70	3.90	3.59	3.46	3.68	0.22	3.80	3.78	3.71	3.66	-0.11
American PL	0.43	0.76	0.68	0.68	0.63	0.61	0.71	0.76	0.78	0.76	0.79	0.71	-0.08	0.75	0.76	0.77	0.76	0.02
Liggett PL	1.22	0.89	1.06	1.11	1.17	1.22	1.11	1.04	1.04	1.04	1.00	0.98	-0.02	1.08	1.07	1.06	1.01	-0.09
Total PL	9.35	7.49	7.09	7.00	6.89	6.81	6.75	6.68	6.94	6.57	6.41	6.47	0.06	6.85	6.82	6.73	6.60	-0.23
PL Share of Segment																		
PM PL	31.68	21.47	22.39	21.37	19.87	19.36	18.21	17.51	17.76	17.88	18.02	17.00	-1.02	17.66	17.62	17.63	17.67	-0.15
RJR PL	50.72	56.57	53.04	53.06	53.92	53.75	54.78	55.48	56.14	54.66	54.08	56.91	2.83	55.57	55.44	55.15	55.44	0.23
American PL	4.59	10.10	9.63	9.72	9.16	8.98	10.55	11.40	11.17	11.58	12.28	10.96	-1.32	10.97	11.19	11.50	11.50	0.71
Liggett PL	13.01	11.86	14.94	15.85	17.05	17.91	16.46	15.61	14.92	15.88	15.63	15.13	-0.50	15.80	15.75	15.72	15.38	-0.80
BRANDED DISCOUNT																		
Basic	4.00	4.54	4.50	4.47	4.47	4.52	4.45	4.47	4.54	4.49	4.44	4.53	0.09	4.44	4.46	4.46	4.50	0.09
Best Value	3.51	1.36	0.93	0.91	0.92	0.86	0.77	0.68	0.75	0.70	0.65	0.64	-0.01	0.73	0.70	0.69	0.68	-0.06
Monarch	2.81	2.42	1.89	1.86	1.75	1.77	1.64	1.45	1.53	1.43	1.49	1.36	-0.13	1.58	1.52	1.47	1.45	-0.15
GPC	4.48	4.47	5.02	5.09	4.93	4.93	4.95	5.07	5.16	5.07	5.10	5.00	-0.10	5.00	5.05	5.08	5.08	0.11
Raleigh Extra	0.65	0.54	0.33	0.27	0.23	0.26	0.24	0.24	0.25	0.23	0.24	0.24	0.00	0.24	0.24	0.24	0.24	0.01
Doral	4.27	4.53	4.54	4.82	5.12	5.11	5.17	4.76	4.90	4.82	4.62	4.56	-0.06	4.98	4.92	4.80	4.73	-0.29
Cambridge	2.25	1.92	1.84	1.86	1.69	1.68	1.73	1.75	1.78	1.78	1.70	1.69	-0.01	1.78	1.79	1.77	1.74	-0.01
Viceroy	1.05	1.00	0.83	0.81	0.79	0.77	0.77	0.78	0.78	0.78	0.78	0.75	-0.03	0.78	0.78	0.79	0.77	-0.01
Misty	0.88	1.00	1.09	1.09	1.14	1.19	1.20	1.21	1.22	1.23	1.21	1.19	-0.02	1.19	1.20	1.22	1.21	0.02
Montclair	0.93	0.94	1.22	1.21	1.20	1.28	1.40	1.38	1.43	1.37	1.43	1.34	-0.09	1.39	1.38	1.39	1.39	0.00
Alpine	0.52	0.43	0.41	0.40	0.38	0.39	0.38	0.36	0.39	0.35	0.35	0.33	-0.02	0.38	0.37	0.37	0.36	-0.02
Old Gold	0.15	0.27	0.32	0.34	0.33	0.32	0.33	0.32	0.34	0.34	0.32	0.29	-0.03	0.34	0.34	0.33	0.33	0.00
Sterling	0.55	0.26	0.14	0.13	0.12	0.11	0.10	0.09	0.09	0.09	0.08	0.10	0.02	0.09	0.09	0.09	0.09	-0.01
Bristol	0.53	0.24	0.18	0.17	0.16	0.19	0.15	0.14	0.15	0.13	0.13	0.15	0.02	0.15	0.14	0.14	0.14	0.00
Magna	0.41	0.23	0.15	0.14	0.13	0.13	0.13	0.12	0.12	0.12	0.11	0.11	0.00	0.13	0.12	0.12	0.11	-0.01
Pyramid	0.21	0.17	0.09	0.08	0.08	0.07	0.08	0.09	0.08	0.08	0.09	0.08	-0.01	0.08	0.09	0.09	0.08	0.00
Riviera	0.12	0.05	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Bucks	0.11	0.05	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Richland 20'S	0.12	0.07	0.04	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.04	0.04	0.00	0.04	0.04	0.04	0.04	0.00
American Ff/Lts	0.08	0.03	0.02	0.02	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.00	0.02	0.02	0.02	0.01	-0.01
Covington	0.00	0.02	0.02	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00
A/O Branded Discount	0.73	0.56	0.46	0.43	0.39	0.36	0.39	0.40	0.41	0.39	0.42	0.39	-0.03	0.39	0.40	0.38	0.42	0.02
Total Branded Discount	28.36	25.10	24.08	24.19	23.93	24.10	23.98	23.41	24.05	23.49	23.26	22.85	-0.41	23.79	23.70	23.54	23.42	-0.32
Basic Share Of Discount	10.60	13.94	14.44	14.33	14.51	14.61	14.47	14.86	14.65	14.94	14.95	15.45	0.50	14.50	14.60	14.72	14.99	0.57
Total Discount Category	37.70	32.59	31.17	31.19	30.82	30.91	30.73	30.09	31.00	30.05	29.67	29.32	-0.35	30.64	30.52	30.27	30.01	-0.56

Source: Nielsen Integrated Panel.

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Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

NIELSEN INTEGRATED DATA
(All Outlets Combined)

COMPANY	PM	RJR	B&W	American	Lorillard	Liggett
Base March 1993	41.63	33.58	10.70	5.92	5.73	2.31
December 31, 1994 (4WM)	47.12	27.54	10.31	6.47	6.75	1.69
	5.49	**(6.04)**	**(0.39)**	**0.55**	**1.02**	**(0.62)**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base March 1993	61.96	37.70	28.36	9.35
December 31, 1994 (4WM)	69.99	30.01	23.42	6.60
	8.03	**(7.69)**	**(4.94)**	**(2.75)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base March 1993	22.04	9.06	5.61	0.43	3.82
December 31, 1994 (4WM)	30.15	8.97	5.78	1.06	4.34
	8.11	**(0.09)**	**0.17**	**0.63**	**0.52**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base March 1993	3.24	3.27	4.22	1.72	0.80
December 31, 1994 (4WM)	4.09	3.15	3.91	1.34	0.61
	0.85	**(0.12)**	**(0.31)**	**(0.38)**	**(0.19)**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base March 1993	4.00	2.25	0.52	4.27	0.88	0.93	2.81	3.51	4.48
December 31, 1994 (4WM)	4.50	1.74	0.36	4.73	1.21	1.39	1.45	0.68	5.08
	0.50	**(0.51)**	**(0.16)**	**0.46**	**0.33**	**0.46**	**(1.36)**	**(2.83)**	**0.60**

PRIVATE LABEL	PM	RJR	Liggett	American
Base March 1993	2.96	4.74	1.22	0.43
December 31, 1994 (4WM)	1.17	3.66	1.01	0.76
	(1.79)	**(1.08)**	**(0.21)**	**0.33**

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Source: Nielsen Integrated Database.
NOTE: Effective 10/94, in the Integrated Nielsen Panel, Premium plus Discount does equal Total.

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

NIELSEN INTEGRATED DATA
(All Outlets Combined)

COMPANY	PM	RJR	B&W	American	Lorillard	Liggett
Base January 1994	45.07	30.41	10.28	6.04	6.26	1.82
December 31, 1994 (4WM)	47.12	27.54	10.31	6.47	6.75	1.69
	2.05	**(2.87)**	**0.03**	**0.43**	**0.49**	**(0.13)**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base January 1994	67.31	32.59	25.10	7.49
December 31, 1994 (4WM)	69.99	30.01	23.42	6.60
	2.68	**(2.58)**	**(1.68)**	**(0.89)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base January 1994	26.92	9.24	6.17	0.93	4.17
December 31, 1994 (4WM)	30.15	8.97	5.78	1.06	4.34
	3.23	**(0.27)**	**(0.39)**	**0.13**	**0.17**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base January 1994	3.72	3.11	4.02	1.48	0.68
December 31, 1994 (4WM)	4.09	3.15	3.91	1.34	0.61
	0.37	**0.04**	**(0.11)**	**(0.14)**	**(0.07)**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base January 1994	4.54	1.92	0.43	4.53	1.00	0.94	2.42	1.36	4.47
December 31, 1994 (4WM)	4.50	1.74	0.36	4.73	1.21	1.39	1.45	0.68	5.08
	(0.04)	**(0.18)**	**(0.07)**	**0.20**	**0.21**	**0.45**	**(0.97)**	**(0.68)**	**0.61**

PRIVATE LABEL	PM	RJR	Liggett	American
Base January 1994	1.61	4.24	0.89	0.76
December 31, 1994 (4WM)	1.17	3.66	1.01	0.76
	(0.44)	**(0.58)**	**0.12**	**0.00**

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Source: Nielsen Integrated Database.
NOTE: Effective 10/94, in the Integrated Nielsen Panel, Premium plus Discount does equal Total.

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

NIELSEN INTEGRATED PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 12/31/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. Wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
Philip Morris	43.22	46.89	48.08	48.10	47.81	47.33	47.06	47.95	46.98	48.42	48.21	48.96	0.75	47.16	47.47	47.70	48.13	1.00
PM Premium	32.12	36.73	39.48	36.60	39.72	39.32	39.29	40.09	38.85	40.48	40.44	41.20	0.76	39.32	39.57	39.81	40.23	0.83
PM Discount	11.09	8.99	8.61	8.50	8.10	8.02	7.77	7.86	8.13	7.94	7.77	7.77	0.00	7.84	7.89	7.88	7.90	0.17
PM Branded Discount	7.54	7.10	6.79	6.81	6.55	6.53	6.38	6.53	6.74	6.59	6.42	6.51	0.09	6.48	6.53	6.53	6.57	0.21
PM Private Label	3.56	1.89	1.81	1.69	1.55	1.49	1.38	1.33	1.39	1.35	1.35	1.25	-0.10	1.36	1.36	1.35	1.34	-0.03
PM Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.07	0.17	0.25	0.19	0.26	0.30	0.36	0.06	0.19	0.21	0.22	0.28	0.11
R.J. Reynolds	33.88	29.63	27.77	27.94	28.20	28.16	28.09	27.03	27.63	26.79	26.59	26.57	-0.02	27.84	27.51	27.15	26.90	-1.05
RJR Premium	15.48	15.82	15.87	15.95	16.04	15.87	15.87	15.54	15.52	15.39	15.38	15.61	0.23	15.72	15.61	15.53	15.48	-0.36
RJR Discount	18.40	13.81	11.90	11.99	12.16	12.28	12.22	11.49	12.10	11.39	11.21	10.96	-0.25	12.12	11.90	11.62	11.42	-0.70
RJR Branded Discount	11.43	8.51	7.39	7.57	7.81	7.94	7.79	7.13	7.49	7.18	7.11	6.68	-0.43	7.59	7.42	7.24	7.12	-0.50
RJR Private Label	6.97	5.30	4.52	4.42	4.36	4.35	4.44	4.36	4.61	4.21	4.10	4.29	0.19	4.53	4.47	4.38	4.31	-0.19
RJR Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.05	0.10	0.08	0.10	0.07	0.06	0.09	0.03	0.09	0.09	0.08	0.08	-0.01
Brown & Williamson	11.01	10.69	10.89	10.80	10.43	10.60	10.62	10.86	11.17	10.81	11.04	10.55	-0.49	10.76	10.83	10.94	10.89	0.22
B & W Premium	4.25	4.20	4.14	4.04	4.00	4.08	4.11	4.13	4.34	4.07	4.05	4.01	-0.04	4.16	4.15	4.16	4.12	-0.01
B & W Discount	6.77	6.49	6.76	6.76	6.43	6.51	6.51	6.73	6.83	6.74	6.98	6.54	-0.44	6.60	6.67	6.78	6.77	0.23
Lorillard	5.74	6.34	6.47	6.39	6.64	6.74	6.90	6.93	6.95	6.85	6.78	6.95	0.17	6.96	6.95	6.92	6.88	-0.05
Lorillard Premium	5.72	6.11	6.18	6.08	6.35	6.44	6.60	6.63	6.63	6.54	6.47	6.68	0.21	6.65	6.63	6.61	6.58	-0.04
Lorillard Discount	0.02	0.23	0.28	0.31	0.29	0.30	0.31	0.30	0.32	0.31	0.32	0.27	-0.05	0.32	0.32	0.31	0.31	0.00
American Tobacco	4.76	5.15	5.22	5.19	5.22	5.39	5.72	5.76	5.88	5.67	5.91	5.63	-0.28	5.74	5.74	5.79	5.77	0.04
American Premium	2.26	2.18	2.11	2.07	2.11	2.13	2.11	2.08	2.11	2.00	2.06	2.11	0.05	2.09	2.07	2.07	2.07	-0.04
American Discount	2.50	2.97	3.11	3.12	3.11	3.25	3.61	3.68	3.77	3.66	3.85	3.52	-0.33	3.65	3.67	3.72	3.70	0.08
Amer Branded Discount	1.97	1.96	2.28	2.29	2.34	2.52	2.72	2.68	2.77	2.66	2.78	2.60	-0.18	2.68	2.67	2.69	2.70	0.03
Amer Private Label	0.53	1.01	0.84	0.82	0.77	0.73	0.90	1.00	1.00	1.00	1.07	0.91	-0.16	0.97	1.00	1.02	1.00	0.06
Liggett	1.37	1.25	1.47	1.53	1.63	1.72	1.54	1.42	1.34	1.42	1.42	1.30	-0.12	1.48	1.46	1.45	1.37	-0.16
Liggett Premium	0.42	0.32	0.25	0.26	0.27	0.28	0.28	0.25	0.24	0.24	0.26	0.23	-0.03	0.27	0.25	0.25	0.24	-0.03
Liggett Discount	0.95	0.93	1.22	1.26	1.37	1.44	1.26	1.17	1.10	1.18	1.17	1.07	-0.10	1.21	1.20	1.20	1.13	-0.12
Lig Branded Discount	0.38	0.19	0.19	0.12	0.09	0.09	0.09	0.10	0.09	0.09	0.11	0.09	-0.02	0.09	0.09	0.10	0.10	0.01
Lig Private Label	0.57	0.74	1.03	1.15	1.27	1.35	1.17	1.08	1.01	1.09	1.06	0.98	-0.08	1.12	1.11	1.10	1.03	-0.13
A/O Co-International	0.01	0.05	0.09	0.06	0.06	0.06	0.06	0.05	0.05	0.04	0.05	0.05	0.00	0.05	0.05	0.05	0.05	-0.01

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

INTEGRATED NIELSEN PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 12/31/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
Philip Morris	43.22	46.89	48.08	48.10	47.81	47.33	47.06	47.95	46.96	48.42	48.21	48.96	0.75	47.16	47.47	47.70	48.13	1.00
PM Premium-Shr Prem	53.31	57.40	57.96	58.18	57.94	57.66	57.51	58.30	57.36	58.86	58.86	58.96	0.10	57.60	57.91	58.13	58.51	0.93
PM Discount-Shr Disc	27.92	26.90	26.99	26.61	25.74	25.20	24.52	25.16	25.20	25.41	24.83	25.78	0.95	24.71	24.93	25.01	25.30	0.82
PM Brd Disc-Shr Brd Disc	26.81	29.01	26.68	28.53	27.85	27.20	26.83	27.81	27.80	27.94	27.07	28.71	1.64	27.28	27.55	27.60	27.87	0.92
PM PL-Shr PL	30.60	21.11	22.11	20.93	19.51	18.78	17.53	17.16	17.30	17.63	17.82	16.86	-0.96	17.06	17.13	17.23	17.40	0.26
Marlboro	24.43	29.82	31.91	32.13	32.28	31.80	31.64	32.49	31.40	32.85	32.84	33.48	0.64	31.75	31.99	32.25	32.64	0.86
Red	9.12	10.94	11.51	11.71	11.83	11.47	11.17	11.23	10.55	11.43	11.35	11.62	0.27	10.98	11.05	11.13	11.23	0.07
Lights NM	10.91	13.39	14.05	14.33	14.54	14.29	14.36	14.85	14.41	14.98	14.96	15.20	0.24	14.61	14.66	14.77	14.89	0.32
Gold	2.11	2.56	2.62	2.61	2.65	2.60	2.57	2.87	2.94	2.81	2.99	3.05	0.06	2.64	2.72	2.83	2.95	0.40
Medium	1.51	1.72	1.79	1.81	1.82	1.97	2.00	2.03	2.05	2.03	2.05	2.02	-0.03	2.02	2.04	2.03	2.04	0.07
Menthol	0.69	1.11	1.15	1.22	1.22	1.27	1.32	1.35	1.30	1.42	1.34	1.41	0.07	1.31	1.34	1.33	1.37	0.06
Other PM Premium	7.70	8.07	7.57	7.47	7.44	7.52	7.65	7.59	7.45	7.63	7.59	7.71	0.12	7.56	7.58	7.56	7.59	-0.03
Benson & Hedges	2.20	2.30	2.07	2.02	2.01	2.05	2.06	2.02	2.00	2.03	1.98	2.04	0.06	2.02	2.03	2.02	2.01	-0.04
Merit	2.68	2.78	2.61	2.59	2.58	2.60	2.67	2.67	2.61	2.70	2.70	2.73	0.03	2.62	2.65	2.65	2.68	0.03
Virginia Slims	2.27	2.40	2.30	2.27	2.27	2.30	2.32	2.31	2.25	2.32	2.32	2.34	0.02	2.31	2.31	2.30	2.31	-0.01
Partiament	0.40	0.45	0.47	0.47	0.46	0.45	0.48	0.47	0.47	0.47	0.47	0.48	0.01	0.49	0.48	0.47	0.47	-0.01
Saratoga	0.09	0.08	0.07	0.08	0.07	0.07	0.07	0.08	0.07	0.07	0.08	0.08	0.00	0.07	0.07	0.07	0.08	0.01
Cambridge	1.46	1.30	1.39	1.47	1.24	1.21	1.24	1.29	1.34	1.31	1.24	1.25	0.01	1.31	1.33	1.30	1.29	0.02
Alpine	0.40	0.33	0.30	0.30	0.29	0.29	0.29	0.27	0.31	0.26	0.25	0.25	0.00	0.29	0.28	0.27	0.27	-0.01
Bristol	0.51	0.23	0.16	0.15	0.15	0.20	0.14	0.14	0.15	0.12	0.14	0.15	0.01	0.14	0.13	0.13	0.14	0.00
Basic	4.89	5.10	4.83	4.79	4.77	4.73	4.64	4.73	4.85	4.81	4.70	4.76	0.06	4.66	4.71	4.73	4.78	0.20
PM Private Label	3.56	1.89	1.81	1.69	1.55	1.49	1.38	1.33	1.39	1.35	1.35	1.25	-0.10	1.36	1.36	1.35	1.34	-0.03
RJ Reynolds	33.88	29.63	27.77	27.94	28.20	28.16	28.09	27.03	27.63	26.79	26.59	26.57	-0.02	27.84	27.51	27.15	26.90	-1.05
RJR Premium - Shr Prem	25.69	24.39	23.30	23.43	23.40	23.28	23.23	22.60	22.92	22.38	22.38	22.33	-0.05	23.04	22.84	22.67	22.51	-0.63
RJR Discount - Shr Disc	46.31	41.32	37.33	37.54	38.67	38.62	38.58	36.78	37.52	36.49	35.81	36.39	0.58	38.17	37.58	36.88	36.57	-1.81
Brown & Williamson	11.01	10.69	10.89	10.80	10.43	10.60	10.62	10.86	11.17	10.81	11.04	10.55	-0.49	10.76	10.83	10.94	10.89	0.22
B & W Premium - Shr Prem	7.05	6.12	6.07	5.94	5.84	5.99	6.02	6.01	6.41	5.92	5.90	5.74	-0.16	6.09	6.08	6.06	5.99	-0.05
B & W Discount - Shr Disc	17.03	19.42	21.19	21.16	20.45	20.47	20.55	21.55	21.16	21.59	22.30	21.72	-0.58	20.80	21.07	21.51	21.89	0.96
Lorillard	5.74	6.34	6.47	6.39	6.64	6.74	6.90	6.93	6.95	6.85	6.78	6.95	0.17	6.96	6.95	6.92	6.88	-0.05
Lorillard Premium - Shr Prem	9.49	8.22	9.08	8.94	9.26	9.44	9.66	9.64	9.79	9.51	9.41	9.56	0.15	9.74	9.70	9.66	9.57	-0.11
Lorillard Discount - Shr Disc	0.05	0.66	0.89	0.97	0.92	0.94	0.96	0.97	1.00	1.01	1.01	0.89	-0.12	0.99	1.01	0.99	0.98	0.00
American Tobacco	4.76	5.15	5.22	5.19	5.22	5.39	5.72	5.76	5.88	5.67	5.91	5.63	-0.28	5.74	5.74	5.79	5.77	0.04
American Premium - Shr Prem	3.75	3.26	3.10	3.04	3.08	3.13	3.09	3.03	3.11	2.91	2.99	3.02	0.03	3.07	3.03	3.03	3.01	-0.02
American Discount - Shr Disc	6.29	8.89	9.76	9.76	9.87	10.23	11.40	11.78	11.70	11.73	12.30	11.67	-0.63	11.49	11.58	11.80	11.85	0.40
Liggett	1.37	1.25	1.47	1.53	1.63	1.72	1.54	1.42	1.34	1.42	1.42	1.30	-0.12	1.48	1.46	1.45	1.37	-0.16
Liggett Premium - Shr Prem	0.69	0.53	0.37	0.39	0.39	0.41	0.41	0.36	0.35	0.36	0.37	0.33	-0.04	0.39	0.37	0.37	0.35	-0.05
Liggett Discount - Shr Disc	2.40	2.79	3.82	3.96	4.34	4.53	3.97	3.76	3.42	3.77	3.73	3.55	-0.18	3.81	3.81	3.81	3.61	-0.36

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

INTEGRATED TOP 25 PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 12/31/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
Marlboro	24.43	29.82	31.91	32.13	32.28	31.80	31.64	32.49	31.40	32.85	32.84	33.48	0.64	31.75	31.99	32.25	32.64	0.86
Winston	5.16	5.65	5.75	5.72	5.72	5.64	5.62	5.39	5.39	5.40	5.27	5.41	0.14	5.50	5.45	5.39	5.36	-0.21
Winston Select	0.51	1.04	1.41	1.39	1.36	1.31	1.27	1.14	1.14	1.12	1.15	1.11	-0.04	1.21	1.16	1.15	1.13	-0.10
Winston Select Lights	0.00	0.62	0.77	0.77	0.75	0.73	0.67	0.60	0.58	0.61	0.59	0.56	-0.03	0.63	0.62	0.61	0.59	-0.07
GPC	4.95	5.03	5.73	5.83	5.57	5.59	5.62	5.83	5.91	5.86	6.05	5.66	-0.39	5.71	5.78	5.88	5.87	0.21
Basic	4.89	5.10	4.83	4.79	4.77	4.73	4.64	4.73	4.85	4.81	4.70	4.76	0.06	4.66	4.71	4.73	4.78	0.20
Doral	3.36	3.71	3.96	4.24	4.66	4.74	4.86	4.47	4.63	4.54	4.36	4.25	-0.11	4.72	4.64	4.53	4.45	-0.30
Camel	4.27	4.61	4.84	4.95	5.05	4.93	4.85	4.82	4.81	4.73	4.82	4.81	-0.01	4.85	4.82	4.82	4.79	-0.06
Camel Filters	3.66	4.06	4.29	4.41	4.49	4.38	4.31	4.28	4.28	4.20	4.29	4.27	-0.02	4.32	4.29	4.29	4.26	-0.07
Camel Special Lights	0.12	0.75	0.58	0.56	0.54	0.62	0.56	0.54	0.58	0.50	0.52	0.50	-0.02	0.57	0.56	0.55	0.53	-0.02
Camel Non-Filter	0.61	0.54	0.55	0.54	0.56	0.55	0.54	0.54	0.53	0.53	0.53	0.54	0.01	0.53	0.53	0.53	0.53	-0.01
Salem	3.70	3.47	3.38	3.36	3.40	3.33	3.39	3.35	3.37	3.28	3.27	3.41	0.14	3.39	3.36	3.33	3.33	-0.06
Newport	3.90	4.39	4.70	4.59	4.67	4.61	4.75	4.75	4.62	4.64	4.66	4.95	0.29	4.73	4.72	4.70	4.72	-0.03
Kool	3.39	3.29	3.30	3.21	3.21	3.22	3.27	3.27	3.43	3.24	3.20	3.20	0.00	3.28	3.29	3.29	3.27	0.00
Virginia Slims	2.27	2.40	2.30	2.27	2.27	2.30	2.32	2.31	2.25	2.32	2.32	2.34	0.02	2.31	2.31	2.30	2.31	-0.01
Merit	2.68	2.78	2.61	2.59	2.58	2.60	2.67	2.67	2.61	2.70	2.70	2.73	0.03	2.62	2.65	2.65	2.68	0.03
Benson & Hedges	2.20	2.30	2.07	2.02	2.01	2.05	2.06	2.02	2.00	2.03	1.98	2.04	0.06	2.02	2.03	2.02	2.01	-0.04
Monarch	4.08	3.36	2.48	2.41	2.25	2.32	2.14	1.90	2.00	1.86	2.00	1.73	-0.27	2.07	1.99	1.94	1.90	-0.19
Cambridge	1.46	1.30	1.39	1.47	1.24	1.21	1.24	1.29	1.34	1.31	1.24	1.25	0.01	1.31	1.33	1.30	1.29	0.02
Vantage	1.41	1.23	1.13	1.16	1.12	1.14	1.14	1.13	1.08	1.15	1.18	1.10	-0.08	1.11	1.12	1.13	1.13	0.00
Carlton	0.89	0.90	0.87	0.86	0.91	0.93	0.94	0.92	0.96	0.89	0.90	0.89	-0.01	0.94	0.93	0.93	0.91	-0.03
Montclair	0.90	0.95	1.29	1.29	1.29	1.39	1.58	1.54	1.60	1.51	1.64	1.49	-0.15	1.55	1.54	1.55	1.56	0.00
Best Value	2.88	0.87	0.59	0.57	0.57	0.56	0.48	0.48	0.55	0.49	0.48	0.43	-0.05	0.50	0.49	0.49	0.49	0.02
Pall Mall	0.85	0.79	0.78	0.75	0.75	0.75	0.74	0.72	0.68	0.68	0.72	0.78	0.06	0.71	0.69	0.70	0.71	-0.02
Misty	0.75	0.90	0.93	0.94	1.00	1.07	1.08	1.09	1.11	1.11	1.08	1.06	-0.02	1.07	1.08	1.09	1.09	0.03
Kent	0.88	0.78	0.68	0.67	0.67	0.68	0.67	0.68	0.73	0.70	0.63	0.63	0.00	0.70	0.70	0.69	0.67	-0.01
Viceroy	0.97	0.87	0.66	0.65	0.63	0.63	0.63	0.63	0.63	0.64	0.65	0.62	-0.03	0.63	0.63	0.64	0.63	0.00
Capri	0.50	0.64	0.60	0.60	0.57	0.63	0.60	0.61	0.65	0.58	0.61	0.59	-0.02	0.62	0.61	0.62	0.61	0.00
Now	0.46	0.42	0.38	0.38	0.36	0.37	0.38	0.38	0.37	0.38	0.37	0.37	0.00	0.38	0.37	0.38	0.38	0.01
More	0.47	0.43	0.38	0.38	0.39	0.41	0.39	0.40	0.40	0.38	0.40	0.41	0.01	0.39	0.39	0.39	0.40	0.01

* Top 25 is Based on All Outlets Combined.

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

INTEGRATED DISCOUNT PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 12/31/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
Private Label																		
PM PL	3.56	1.89	1.81	1.69	1.55	1.49	1.38	1.33	1.39	1.35	1.35	1.25	-0.10	1.36	1.36	1.35	1.34	-0.03
RJR PL	6.97	5.30	4.52	4.42	4.36	4.35	4.44	4.36	4.61	4.21	4.10	4.29	0.19	4.53	4.47	4.38	4.31	-0.19
American PL	0.53	1.01	0.84	0.82	0.77	0.73	0.90	1.00	1.00	1.00	1.07	0.91	-0.16	0.97	1.00	1.02	1.00	0.06
Liggett PL	0.57	0.74	1.03	1.15	1.27	1.35	1.17	1.08	1.01	1.09	1.06	0.98	-0.08	1.12	1.11	1.10	1.03	-0.13
Total PL	11.63	8.94	8.20	8.08	7.95	7.92	7.89	7.77	8.01	7.65	7.58	7.43	-0.15	7.98	7.94	7.86	7.67	-0.30
PL Share of Segment																		
PM PL	30.60	21.11	22.11	20.93	19.51	18.78	17.53	17.16	17.30	17.63	17.82	16.86	-0.96	17.06	17.13	17.23	17.40	0.26
RJR PL	59.93	59.29	55.10	54.71	54.86	54.91	56.26	56.09	57.59	55.07	54.09	57.66	3.57	56.74	56.35	55.72	56.12	-0.33
American PL	4.57	11.29	10.20	10.18	9.63	9.28	11.36	12.89	12.50	13.11	14.17	12.28	-1.89	12.17	12.54	13.03	13.01	1.18
Liggett PL	4.90	8.31	12.59	14.18	16.01	17.04	14.85	13.86	12.61	14.19	13.92	13.20	-0.72	14.03	13.99	14.02	13.46	-1.12
BRANDED DISCOUNT																		
Basic	4.89	5.10	4.83	4.79	4.77	4.73	4.64	4.73	4.85	4.81	4.70	4.76	0.06	4.66	4.71	4.73	4.78	0.20
Best Value	2.88	0.87	0.59	0.57	0.57	0.56	0.48	0.48	0.55	0.49	0.48	0.43	-0.05	0.50	0.49	0.49	0.49	0.02
Monarch	4.06	3.36	2.48	2.41	2.25	2.32	2.14	1.90	2.00	1.86	2.00	1.73	-0.27	2.07	1.99	1.94	1.90	-0.19
GPC	4.95	5.03	5.73	5.83	5.57	5.59	5.82	5.83	5.91	5.86	6.05	5.66	-0.39	5.71	5.78	5.88	5.87	0.21
Raleigh Extra	0.63	0.51	0.32	0.23	0.18	0.24	0.21	0.22	0.23	0.20	0.23	0.22	-0.01	0.22	0.21	0.22	0.22	0.01
Doral	3.36	3.71	3.96	4.24	4.66	4.74	4.86	4.47	4.63	4.54	4.36	4.25	-0.11	4.72	4.64	4.53	4.45	-0.30
Cambridge	1.46	1.30	1.39	1.47	1.24	1.21	1.24	1.29	1.34	1.31	1.24	1.25	0.01	1.31	1.33	1.30	1.29	0.02
Viceroy	0.97	0.87	0.66	0.65	0.63	0.63	0.63	0.63	0.63	0.64	0.65	0.62	-0.03	0.63	0.63	0.64	0.63	0.00
Misty	0.75	0.90	0.93	0.94	1.00	1.07	1.08	1.09	1.11	1.11	1.08	1.06	-0.02	1.07	1.08	1.09	1.09	0.03
Montclair	0.90	0.95	1.29	1.29	1.29	1.39	1.58	1.54	1.60	1.51	1.64	1.49	-0.15	1.55	1.54	1.55	1.56	0.00
Alpine	0.40	0.33	0.30	0.30	0.29	0.29	0.29	0.27	0.31	0.26	0.25	0.25	0.00	0.29	0.28	0.27	0.27	-0.01
Old Gold	0.13	0.25	0.29	0.31	0.29	0.30	0.30	0.30	0.32	0.31	0.30	0.26	-0.04	0.31	0.32	0.31	0.30	-0.01
Sterling	0.49	0.23	0.12	0.12	0.10	0.09	0.08	0.07	0.08	0.07	0.06	0.07	0.01	0.08	0.08	0.07	0.07	-0.01
Bristol	0.51	0.23	0.16	0.15	0.15	0.20	0.14	0.14	0.15	0.12	0.14	0.15	0.01	0.14	0.13	0.13	0.14	0.00
Magna	0.47	0.26	0.17	0.16	0.15	0.14	0.14	0.14	0.14	0.14	0.13	0.12	-0.01	0.15	0.14	0.14	0.13	-0.01
Pyramid	0.17	0.07	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.04	0.06	0.04	-0.02	0.04	0.05	0.05	0.05	0.00
Riviera	0.14	0.06	0.03	0.03	0.02	0.02	0.02	0.02	0.03	0.01	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Bucks	0.13	0.05	0.04	0.03	0.03	0.04	0.03	0.03	0.04	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Richland 20'S	0.12	0.07	0.05	0.04	0.04	0.04	0.05	0.05	0.05	0.04	0.05	0.05	0.00	0.05	0.05	0.05	0.05	0.00
American Ff/Lts	0.04	0.01	0.01	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.00
Covington	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.01	0.01	0.00	0.00	-0.01
A/O Branded Discount	0.64	0.31	0.30	0.24	0.23	0.21	0.22	0.20	0.22	0.22	0.24	0.22	-0.02	0.19	0.20	0.21	0.22	0.03
Total Branded Discount	28.11	24.49	23.69	23.85	23.51	23.89	23.80	23.46	24.25	23.58	23.72	22.69	-1.03	23.76	23.72	23.66	23.57	-0.02
Basic Share Of Discount	12.31	15.25	15.15	14.99	15.17	14.89	14.63	15.15	15.05	15.40	15.02	15.81	0.79	14.67	14.87	15.00	15.31	0.79
Total Discount Category	39.73	33.43	31.89	31.93	31.46	31.81	31.88	31.24	32.26	31.23	31.30	30.12	-1.18	31.74	31.66	31.51	31.24	-0.32

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)

COMPANY	PM	RJR	B&W	American	Lorillard	Liggett
Base March 1993	43.22	33.88	11.01	4.76	5.74	1.37
December 31, 1994 (4WM)	48.13	26.90	10.89	5.77	6.88	1.37
	4.91	**(6.98)**	**(0.12)**	**1.01**	**1.14**	**0.00**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base March 1993	60.26	39.73	28.11	11.63
December 31, 1994 (4WM)	68.76	31.24	23.57	7.67
	8.50	**(8.49)**	**(4.54)**	**(3.96)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base March 1993	24.43	7.70	5.16	0.51	4.27
December 31, 1994 (4WM)	32.64	7.59	5.36	1.13	4.79
	8.21	**(0.11)**	**0.20**	**0.62**	**0.52**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base March 1993	3.90	3.39	3.70	1.41	0.46
December 31, 1994 (4WM)	4.72	3.27	3.33	1.13	0.38
	0.82	**(0.12)**	**(0.37)**	**(0.28)**	**(0.08)**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base March 1993	4.89	1.46	0.40	3.36	0.75	0.90	4.08	2.88	4.95
December 31, 1994 (4WM)	4.78	1.29	0.27	4.45	1.09	1.56	1.90	0.49	5.87
	(0.11)	**(0.17)**	**(0.13)**	**1.09**	**0.34**	**0.66**	**(2.18)**	**(2.39)**	**0.92**

PRIVATE LABEL	PM	RJR	Liggett	American
Base March 1993	3.56	6.97	0.57	0.53
December 31, 1994 (4WM)	1.34	4.31	1.03	1.00
	(2.22)	**(2.66)**	**0.46**	**0.47**

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Source: Nielsen Integrated Panel.
Note: Effective 10/94, in the Integrated Nielsen Panel, Premium plus Discount does equal Total.

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)

COMPANY	PM	RJR	B&W	American	Lorillard	Liggett
Base January 1994	46.89	29.63	10.69	5.15	6.34	1.25
December 31, 1994 (4WM)	48.13	26.90	10.89	5.77	6.88	1.37
	1.24	**(2.73)**	**0.20**	**0.62**	**0.54**	**0.12**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base January 1994	66.57	33.43	24.49	8.94
December 31, 1994 (4WM)	68.76	31.24	23.57	7.67
	2.19	**(2.19)**	**(0.92)**	**(1.27)**

MAJOR BRANDS	Marlboro	PM QPB	Winston	Select	Camel
Base January 1994	29.82	8.07	5.65	1.04	4.61
December 31, 1994 (4WM)	32.64	7.59	5.36	1.13	4.79
	2.82	**(0.48)**	**(0.29)**	**0.09**	**0.18**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base January 1994	4.39	3.29	3.47	1.23	0.42
December 31, 1994 (4WM)	4.72	3.27	3.33	1.13	0.38
	0.33	**(0.02)**	**(0.14)**	**(0.10)**	**(0.04)**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base January 1994	5.10	1.30	0.33	3.71	0.90	0.95	3.36	0.87	5.03
December 31, 1994 (4WM)	4.78	1.29	0.27	4.45	1.09	1.56	1.90	0.49	5.87
	(0.32)	**(0.01)**	**(0.06)**	**0.74**	**0.19**	**0.61**	**(1.46)**	**(0.38)**	**0.84**

PRIVATE LABEL	PM	RJR	Liggett	American
Base January 1994	1.89	5.30	0.74	1.01
December 31, 1994 (4WM)	1.34	4.31	1.03	1.00
	(0.55)	**(0.99)**	**0.29**	**(0.01)**

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Source: Nielsen Integrated Panel.
Note: Effective 10/94, in the Integrated Nielsen Panel, Premium plus Discount does equal Total.

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31
Philip Morris	45	44	46	46	15	15	14	16	20	16	15	16	13	13	18	16	36	36	33	31
PM Premium	32	31	34	31	5	2	1	2	11	10	10	10	10	11	16	13	36	36	33	31
PM Discount	25	26	24	26	11	14	13	15	13	8	7	7	3	2	3	3				
PM Brd Disc	15	16	15	16	5	6	6	7	4	4	3	3	2	2	3	3				
PM PL	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0				
Marlboro	24	27	28	28	4	2	1	1	7	7	7	8	6	9	13	11	34	33	31	30
Red	17	23	24	23	0	0	1	0	5	6	4	6	5	9	11	10				
Lights	17	22	24	22	1	0	0	0	6	6	4	6	5	8	11	11				
Medium	17	20	20	19	1	1	0	1	5	5	2	4	5	8	11	9				
Other PM Premium	14	10	9	8	0	0	0	0	2	2	2	2	5	3	3	2	6	6	6	4
Benson & Hedges	6	4	3	3	0	0	0	0	1	1	1	1	3	2	2	2				
Merit	9	8	7	5	0	0	0	0	4	3	3	2	1	1	1	0	5	4	4	3
Virginia Slims	5	4	4	3	0	0	0	0	1	1	1	1	0	0	1	0	2	1	1	1
Parliament	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	0	1	1	0	0
Saratoga	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0				
Cambridge	8	9	9	9	6	5	6	6	3	1	1	1	1	1	1	1				
Alpine	2	1	2	1	0	0	0	0	0	0	0	0	1	1	1	1				
Bristol	1	2	2	1	0	0	0	0	0	0	0	0	1	1	1	0				
Basic	19	19	18	21	7	11	11	13	12	7	6	6	0	0	1	1				
PM Private Label	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0				
RJ Reynolds	64	61	62	57	14	14	13	11	23	21	18	14	45	44	45	42	34	36	31	36
RJR Premium	56	52	53	51	10	10	7	8	22	21	17	13	35	32	36	35	34	36	31	36
RJR Discount	35	36	38	35	6	8	7	8	2	1	2	2	28	31	30	30				
Brown & Williamson	41	40	42	40	3	4	4	4	7	9	7	8	31	31	35	32	1	1	1	1
B & W Premium	27	29	29	26	3	4	4	3	6	8	7	6	19	21	23	19	1	1	1	1
B & W Discount	29	28	28	25	0	0	0	0	1	1	1	2	24	22	25	22				
Lorillard	57	56	57	57	0	0	0	0	1	1	1	1	55	56	56	55	1	1	1	1
Lorillard Premium	54	53	55	54	0	0	0	0	1	1	1	1	52	52	53	52	0	1	0	0
Lorillard Discount	15	15	14	14	0	0	0	0	0	0	0	0	15	15	14	14				
American Tobacco	40	40	38	40	7	7	4	6	5	6	6	6	35	34	33	35	2	3	3	2
American Premium	13	13	13	15	3	3	1	3	1	1	1	1	11	10	11	13	2	1	2	1
American Discount	38	37	35	36	4	5	3	4	4	5	5	5	32	32	30	30	1	2	1	1
Liggett	9	8	8	8	1	0	0	0	1	1	1	1	7	7	7	7				
Liggett Premium	6	4	5	5	1	0	0	0	1	1	1	1	5	4	4	4				
Liggett Discount	4	5	5	5	0	0	0	0	1	0	0	0	3	4	4	4				

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Note: Money Off Includes Buy Down Stickers, Buy Down Signage, and IRC's. Other Includes Refund, Sweepstakes, and Mail-ins.
As of 10/22/94, Any Promo Includes: Free Goods, Incentives, Money Off, Features, and Displays. (Does not include Other).

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31
Marlboro	24	27	28	28	4	2	1	1	7	7	7	8	6	9	13	11	34	33	31	30
Winston	42	39	41	37	3	2	1	1	11	11	8	6	30	28	31	29	16	15	15	14
Winston Select	38	36	37	30	3	2	1	1	10	10	7	5	27	26	27	23				
Winston Select Light	34	36	36	29	3	2	1	1	10	8	7	5	24	26	26	22				
Winston Less Select	14	14	21	18	0	0	0	0	2	2	2	1	11	9	15	14				
GPC	25	20	23	21	0	0	0	0	1	1	1	1	20	17	21	19				
Basic	19	19	18	21	7	11	11	13	12	7	6	6	0	0	1	1				
Doral	29	30	31	30	4	3	4	4	2	1	2	2	24	27	26	26				
Camel	34	37	40	37	1	3	1	1	6	6	6	4	23	23	26	23	32	34	29	35
Camel Filters	34	37	40	36	1	3	1	1	6	6	6	4	23	23	26	23				
Camel Wides	16	19	19	18	0	1	0	0	2	2	1	1	10	10	12	9				
Camel Special Lights	27	26	29	27	1	1	0	0	3	3	3	3	18	19	21	18				
Camel Non-Filter	8	10	9	9	0	0	0	0	1	1	1	1	1	1	3	2				
Salem	8	8	8	8	1	0	1	0	0	1	0	0	7	6	6	6	1	1	1	1
Newport	26	28	27	22	0	0	0	0	1	0	1	0	24	26	24	21				
Kool	24	26	27	24	3	4	4	3	2	5	4	4	18	19	21	17	1	1	1	1
Virginia Slims	5	4	4	3	0	0	0	0	1	1	1	1	0	0	1	0	2	1	1	1
Merit	9	8	7	5	0	0	0	0	4	3	3	2	1	1	1	0	5	4	4	3
Benson & Hedges	6	4	3	3	0	0	0	0	1	1	1	1	3	2	2	2				
Monarch	14	13	16	14	2	3	3	2	1	0	1	1	11	11	12	11				
Cambridge	8	9	9	9	6	5	6	6	3	1	1	1	1	1	1	1				
Vantage	3	4	4	4	0	0	0	0	0	0	0	0	2	2	3	3	1	1	1	1
Carlton	13	12	12	15	3	3	1	3	1	1	1	1	11	10	10	13	2	1	2	1
Montclair	25	26	24	24	4	4	2	4	3	4	5	3	18	18	19	18	1	1	1	1
Best Value	2	1	3	1	0	0	0	0	0	0	0	0	0	0	1	0				
Pall Mall	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0				
Misty	25	25	25	23	0	0	0	1	1	1	1	2	23	22	22	20				
Kent	2	3	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
Viceroy	3	5	5	4	0	0	0	0	0	0	0	0	3	3	3	4				
Capri	11	12	13	12	0	0	0	1	4	4	3	3	7	8	9	8				
Now	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0				
More	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0				

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Note: Money Off Includes Buy Down Stickers, Buy Down Signage, and IRC's. Other Includes: Refund, Sweepstakes, and Mail-ins.
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Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31
PM PL	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0				
RJR PL	2	3	2	3	0	0	0	0	0	0	0	0	1	1	1	1				
American PL	4	4	3	3	0	0	0	0	0	0	0	0	3	3	3	2				
Liggett PL	3	3	3	4	0	0	0	0	0	0	0	0	2	2	2	2				
Total PL	10	11	9	10	1	0	0	0	1	1	1	1	5	6	6	6				
Basic	19	19	18	21	7	11	11	13	12	7	6	6	0	0	1	1				
Best Value	2	1	3	1	0	0	0	0	0	0	0	0	0	0	1	0				
Monarch	14	13	16	14	2	3	3	2	1	0	1	1	11	11	12	11				
GPC	25	20	23	21	0	0	0	0	1	1	1	1	20	17	21	19				
Raleigh Extra	5	5	5	5	0	0	0	0	0	0	0	0	5	4	4	4				
Doral	29	30	31	30	4	3	4	4	2	1	2	2	24	27	26	26				
Cambridge	8	9	9	9	6	5	6	6	3	1	1	1	1	1	1	1				
Viceroy	3	5	5	4	0	0	0	0	0	0	0	0	3	3	3	4				
Misty	25	25	25	23	0	0	0	1	1	1	1	2	23	22	22	20				
Montclair	25	26	24	24	4	4	2	4	3	4	5	3	18	18	19	18	1	1	1	1
Alpine	2	1	2	1	0	0	0	0	0	0	0	0	1	1	1	1				
Old Gold **	13	13	12	12	0	0	0	0	0	0	0	0	13	13	12	12				
Starling	1	1	2	2	0	0	0	0	0	0	0	0	1	0	1	1				
Bristol	1	2	2	1	0	0	0	0	0	0	0	0	1	1	1	0				
Magna	1	1	1	2	0	0	0	0	0	0	0	0	0	0	1	1				
Pyramid	1	2	1	1	0	0	0	0	0	0	0	0	1	2	1	1				
Riviera	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0				
Bucks	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Richland 20'S	1	0	1	1	0	0	0	0	0	0	0	0	1	0	1	1				
American Ff/Lls	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	1				
Covington	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Total Branded Discount	65	64	64	63	11	14	14	14	10	9	9	9	55	54	54	53				
Total Discount Category	71	68	67	68	18	21	21	22	18	14	13	13	57	56	55	55				

** Reflects Old Gold Branded Discount.

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Note: Money Off Includes Buy Down Stickers, Buy Down Signage, and IRC's. Other Includes: Refund, Sweepstakes, and Mail-ins.
As of 10/22/94, Any Promo Includes: Free Goods, Incentives, Money Off, Features, and Displays. (Does not include Other).

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

NIELSEN PRICING AUDIT
NET PACK PRICES - 12/31/94

	OCT 8 1994	OCT 15 1994	OCT 22 1994	OCT 29 1994	NOV 5 1994	NOV 12 1994	NOV 19 1994	NOV 26 1994	DEC 3 1994	DEC 10 1994	DEC 17 1994	DEC 24 1994	DEC 31 1994	DIFF VS WAGO
PREMIUM	$1.92	$1.93	$1.92	$1.92	$1.92	$1.91	$1.91	$1.91	$1.92	$1.92	$1.91	$1.91	$1.91	$0.00
MARLBORO	$1.93	$1.93	$1.93	$1.93	$1.93	$1.92	$1.92	$1.92	$1.92	$1.92	$1.89	$1.88	$1.88	$0.00
WINSTON	$1.91	$1.91	$1.90	$1.90	$1.91	$1.89	$1.90	$1.91	$1.91	$1.91	$1.91	$1.89	$1.89	$0.00
DIFFERENCE	$0.02	$0.02	$0.03	$0.03	$0.02	$0.03	$0.02	$0.01	$0.01	$0.01	-$0.02	-$0.01	-$0.01	$0.00
CAMBRIDGE	$1.56	$1.56	$1.57	$1.57	$1.56	$1.56	$1.56	$1.56	$1.57	$1.58	$1.57	$1.57	$1.58	$0.01
DORAL	$1.46	$1.47	$1.47	$1.47	$1.47	$1.46	$1.46	$1.46	$1.47	$1.48	$1.48	$1.48	$1.48	$0.00
BASIC	$1.56	$1.56	$1.56	$1.56	$1.57	$1.56	$1.56	$1.56	$1.58	$1.57	$1.57	$1.57	$1.57	$0.00
RJR PRIVATE LABEL	$1.35	$1.35	$1.34	$1.33	$1.35	$1.36	$1.37	$1.36	$1.34	$1.37	$1.37	$1.37	$1.36	-$0.01
BEST VALUE	$1.41	$1.42	$1.42	$1.39	$1.40	$1.42	$1.43	$1.44	$1.38	$1.38	$1.40	$1.43	$1.42	-$0.01
MONARCH	$1.47	$1.49	$1.47	$1.48	$1.49	$1.48	$1.48	$1.49	$1.49	$1.50	$1.51	$1.51	$1.51	$0.00
GPC	$1.41	$1.42	$1.41	$1.41	$1.43	$1.41	$1.40	$1.41	$1.42	$1.43	$1.44	$1.43	$1.42	-$0.01
MONTCLAIR	$1.42	$1.43	$1.43	$1.42	$1.42	$1.41	$1.40	$1.42	$1.42	$1.43	$1.43	$1.42	$1.43	$0.01
LOWEST PRIVATE LABEL	$1.35	$1.34	$1.33	$1.32	$1.33	$1.34	$1.34	$1.33	$1.32	$1.33	$1.33	$1.33	$1.32	-$0.01
LOWEST BRND DISC	$1.38	$1.38	$1.37	$1.38	$1.39	$1.38	$1.38	$1.38	$1.39	$1.40	$1.40	$1.40	$1.40	$0.00
LOWEST DISCOUNT	$1.32	$1.32	$1.31	$1.31	$1.33	$1.31	$1.32	$1.32	$1.32	$1.33	$1.33	$1.33	$1.33	$0.00
MARLBORO														
% GAP	46.2%	46.2%	47.3%	47.3%	45.1%	46.6%	45.5%	45.5%	45.5%	44.4%	42.1%	41.4%	41.4%	0.0%
$ GAP	$0.61	$0.61	$0.62	$0.62	$0.60	$0.61	$0.60	$0.60	$0.60	$0.59	$0.56	$0.55	$0.55	$0.00

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Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

NIELSEN PRICING AUDIT
NET CARTON PRICES - 12/31/94

	OCT 8 1994	OCT 15 1994	OCT 22 1994	OCT 29 1994	NOV 5 1994	NOV 12 1994	NOV 19 1994	NOV 26 1994	DEC 3 1994	DEC 10 1994	DEC 17 1994	DEC 24 1994	DEC 31 1994	DIFF VS WAGO
PREMIUM	$16.24	$16.27	$16.58	$16.28	$16.32	$16.37	$16.30	$16.34	$16.39	$16.39	$16.38	$16.28	$16.28	$0.00
MARLBORO	$16.43	$16.41	$16.38	$16.40	$16.37	$16.44	$16.35	$16.40	$16.42	$16.41	$16.36	$16.19	$16.18	-$0.01
WINSTON	$15.92	$16.05	$16.11	$16.20	$16.23	$16.30	$16.25	$16.25	$16.30	$16.32	$16.27	$16.09	$16.00	-$0.09
DIFFERENCE	$0.51	$0.36	$0.27	$0.20	$0.14	$0.14	$0.10	$0.15	$0.12	$0.09	$0.09	$0.10	$0.18	$0.08
CAMBRIDGE	$13.94	$13.91	$13.92	$13.94	$13.91	$13.91	$13.87	$13.89	$13.95	$13.99	$13.97	$13.97	$13.97	$0.00
DORAL	$12.56	$12.59	$12.69	$12.66	$12.73	$12.75	$12.69	$12.85	$12.93	$12.97	$12.92	$12.87	$12.86	-$0.01
BASIC	$13.63	$13.48	$13.48	$13.53	$13.41	$13.47	$13.43	$13.50	$13.49	$13.57	$13.51	$13.50	$13.49	-$0.01
RJR PRIVATE LABEL	$11.90	$11.74	$11.87	$11.91	$11.79	$11.96	$11.71	$11.79	$11.87	$11.77	$11.69	$11.68	$11.72	$0.04
BEST VALUE	$12.29	$12.32	$12.35	$12.53	$12.46	$12.56	$12.48	$12.44	$12.66	$12.64	$12.67	$12.67	$12.54	-$0.13
MONARCH	$12.24	$12.22	$12.22	$12.33	$12.19	$12.15	$12.25	$12.31	$12.52	$12.50	$12.49	$12.54	$12.54	$0.00
GPC	$12.29	$12.30	$12.18	$12.28	$12.36	$12.33	$12.31	$12.31	$12.44	$12.49	$12.33	$12.27	$12.32	$0.05
MONTCLAIR	$12.67	$12.73	$12.83	$12.80	$12.67	$12.58	$12.62	$12.66	$12.61	$12.68	$12.69	$12.44	$12.61	$0.17
LOWEST PRIVATE LABEL	$11.50	$11.47	$11.50	$11.50	$11.34	$11.43	$11.36	$11.35	$11.30	$11.39	$11.32	$11.41	$11.46	$0.05
LOWEST BRND DISC	$11.88	$11.90	$11.94	$11.99	$11.94	$11.95	$11.89	$11.93	$11.95	$11.99	$11.92	$11.84	$11.91	$0.07
LOWEST DISCOUNT	$11.50	$11.53	$11.54	$11.60	$11.51	$11.54	$11.46	$11.50	$11.55	$11.55	$11.44	$11.41	$11.42	$0.01
MARLBORO														
% GAP	42.9%	42.3%	41.9%	41.4%	42.2%	42.5%	42.7%	42.6%	42.2%	42.1%	43.0%	41.9%	41.7%	-0.2%
$ GAP	$4.93	$4.88	$4.84	$4.80	$4.86	$4.90	$4.89	$4.90	$4.87	$4.86	$4.92	$4.78	$4.76	-$0.02

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INTEGRATED MANUFACTURERS PERFORMANCE
SUPERMARKETS
WEEK ENDING 12/31/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
Philip Morris	39.22	41.85	42.28	41.57	41.60	41.90	42.22	42.91	42.29	42.60	43.22	43.55	0.33	42.47	42.48	42.60	42.91	42.91
PM Premium	29.50	32.89	34.03	33.47	33.68	33.85	34.11	34.94	34.25	34.62	35.36	35.52	0.16	34.37	34.42	34.60	34.94	34.94
PM Discount	9.39	8.94	8.23	8.03	7.87	8.05	8.12	7.98	8.04	7.99	7.86	8.03	0.17	8.10	8.06	7.99	7.98	7.98
PM Branded Discount	8.31	8.14	7.65	7.43	7.28	7.45	7.51	7.40	7.41	7.42	7.31	7.47	0.16	7.49	7.45	7.40	7.40	7.40
PM Private Label	1.08	0.80	0.58	0.59	0.60	0.60	0.61	0.57	0.63	0.56	0.55	0.55	0.00	0.62	0.61	0.59	0.57	0.57
PM Assorted Promo	0.33	0.02	0.03	0.07	0.09	0.10	0.04	0.05	0.04	0.05	0.06	0.05	-0.01	0.03	0.04	0.04	0.05	0.05
R.J. Reynolds	33.16	32.08	31.02	31.79	32.03	31.69	31.22	30.29	30.71	30.40	30.08	29.98	-0.10	30.75	30.67	30.51	30.29	30.29
RJR Premium	18.98	19.47	19.05	19.32	19.24	19.76	19.67	19.33	19.39	19.32	19.48	19.13	-0.35	19.51	19.44	19.41	19.33	19.33
RJR Discount	13.64	12.47	11.72	12.22	12.53	11.93	11.55	10.96	11.32	11.08	10.61	10.84	0.23	11.24	11.23	11.10	10.96	10.96
RJR Branded Discount	10.50	8.99	8.38	8.83	9.02	8.64	8.33	7.68	7.94	7.75	7.40	7.63	0.23	7.92	7.87	7.74	7.68	7.68
RJR Private Label	3.14	3.48	3.33	3.38	3.50	3.29	3.22	3.28	3.38	3.33	3.21	3.22	0.01	3.32	3.36	3.36	3.28	3.28
RJR Assorted Promo	0.53	0.14	0.25	0.25	0.26	0.26	0.28	0.21	0.24	0.21	0.21	0.19	-0.02	0.26	0.25	0.23	0.21	0.21
Brown & Williamson	10.43	9.45	9.64	9.58	9.46	9.32	9.28	9.40	9.41	9.52	9.27	9.41	0.14	9.38	9.44	9.43	9.40	9.40
B & W Premium	4.31	4.10	4.16	4.13	4.06	4.09	4.06	4.09	4.11	4.12	4.08	4.04	-0.04	4.09	4.10	4.09	4.09	4.09
B & W Discount	6.12	5.35	5.47	5.44	5.40	5.23	5.22	5.31	5.30	5.40	5.18	5.37	0.19	5.30	5.34	5.34	5.31	5.31
Lorillard	5.48	5.81	6.02	6.16	6.11	6.15	6.28	6.22	6.26	6.24	6.27	6.10	-0.17	6.28	6.26	6.26	6.22	6.22
Lorillard Premium	5.42	5.42	5.55	5.67	5.62	5.67	5.80	5.73	5.74	5.73	5.79	5.64	-0.15	5.79	5.76	5.76	5.73	5.73
Lorillard Discount	0.06	0.39	0.47	0.50	0.50	0.47	0.49	0.49	0.51	0.52	0.48	0.45	-0.03	0.49	0.50	0.50	0.49	0.49
American Tobacco	7.51	7.43	7.79	7.77	7.71	7.83	7.87	7.97	7.96	8.05	8.00	7.87	-0.13	7.91	7.93	7.98	7.97	7.97
American Premium	4.69	4.63	4.69	4.70	4.68	4.71	4.65	4.70	4.65	4.77	4.75	4.64	-0.11	4.67	4.69	4.71	4.70	4.70
American Discount	2.82	2.80	3.10	3.07	3.03	3.12	3.23	3.27	3.31	3.28	3.25	3.23	-0.02	3.24	3.25	3.27	3.27	3.27
Amer Branded Discount	2.49	2.36	2.67	2.63	2.59	2.66	2.74	2.80	2.82	2.81	2.80	2.77	-0.03	2.76	2.77	2.80	2.80	2.80
Amer Private Label	0.33	0.44	0.43	0.44	0.44	0.46	0.49	0.47	0.49	0.48	0.45	0.46	0.01	0.48	0.48	0.47	0.47	0.47
Liggett	3.81	3.05	2.95	2.83	2.77	2.73	2.76	2.80	2.97	2.78	2.71	2.72	0.01	2.82	2.83	2.81	2.80	2.80
Liggett Premium	1.22	1.00	1.04	1.01	1.01	1.00	1.00	1.00	1.02	1.00	1.01	0.98	-0.03	1.00	1.00	1.01	1.00	1.00
Liggett Discount	2.59	2.04	1.91	1.81	1.76	1.73	1.76	1.79	1.95	1.77	1.71	1.74	0.03	1.82	1.83	1.81	1.79	1.79
Lig Branded Discount	0.34	0.53	0.31	0.29	0.29	0.27	0.28	0.30	0.32	0.29	0.29	0.29	0.00	0.31	0.31	0.31	0.30	0.30
Lig Private Label	2.25	1.52	1.61	1.52	1.47	1.46	1.48	1.50	1.63	1.48	1.42	1.45	0.03	1.51	1.52	1.50	1.50	1.50
A/O Co-International	0.39	0.33	0.31	0.31	0.32	0.39	0.36	0.41	0.40	0.41	0.45	0.37	-0.08	0.38	0.39	0.41	0.41	0.41

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

INTEGRATED NIELSEN PERFORMANCE
SUPERMARKETS
WEEK ENDING 12/31/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4wk-ago
Philip Morris	39.22	41.85	42.28	41.57	41.60	41.90	42.22	42.78	42.29	42.60	43.22	43.55	0.33	42.47	42.48	42.60	42.91	0.50
PM Premium-Shr Prem	45.99	48.70	49.65	48.98	49.30	48.87	49.14	49.82	49.43	49.66	50.03	50.67	0.64	49.40	49.49	49.61	49.94	0.66
PM Discount-Shr Disc	26.90	27.82	26.49	25.70	25.19	26.19	26.54	26.50	26.18	26.37	26.79	26.86	0.07	26.63	26.47	26.42	26.55	-0.11
PM Brd Disc-Shr Brd Disc	29.58	31.42	30.46	29.38	28.82	29.78	30.29	30.52	30.17	30.38	30.84	30.88	0.04	30.55	30.42	30.43	30.56	0.02
PM PL-Shr PL	15.86	12.88	9.71	9.96	9.93	10.31	10.51	9.90	10.21	9.84	9.76	9.75	-0.01	10.40	10.20	9.94	9.85	-0.62
Marlboro	19.06	22.31	23.41	22.97	23.01	23.21	23.48	23.81	23.38	23.58	24.07	24.63	0.56	23.56	23.53	23.62	23.91	0.33
Red	6.64	7.94	8.16	8.04	8.04	8.06	8.17	8.35	8.15	8.20	8.50	8.70	0.20	8.20	8.20	8.26	8.39	0.18
Lights NM	8.41	10.16	10.63	10.49	10.58	10.73	10.85	11.00	10.82	10.90	11.11	11.33	0.22	10.92	10.89	10.92	11.04	0.12
Gold	1.89	2.22	2.32	2.25	2.27	2.30	2.34	2.34	2.33	2.37	2.31	2.38	0.07	2.34	2.34	2.33	2.34	0.01
Medium	1.28	1.28	1.29	1.29	1.29	1.27	1.28	1.28	1.26	1.27	1.28	1.32	0.04	1.28	1.27	1.27	1.28	0.00
Menthol	0.49	0.64	0.71	0.67	0.68	0.70	0.73	0.73	0.70	0.72	0.75	0.78	0.03	0.72	0.71	0.72	0.74	0.01
Other PM Premium	10.76	10.59	10.63	10.54	10.70	10.63	10.62	10.97	10.87	11.03	11.28	10.90	-0.38	10.81	10.89	10.96	11.03	0.31
Benson & Hedges	2.85	2.82	2.82	2.79	2.89	2.81	2.83	2.93	2.92	2.98	2.96	2.91	-0.05	2.89	2.93	2.94	2.94	0.07
Merit	3.29	3.31	3.29	3.23	3.28	3.25	3.26	3.37	3.32	3.42	3.43	3.37	-0.06	3.31	3.35	3.37	3.39	0.10
Virginia Slims	3.72	3.54	3.61	3.60	3.62	3.69	3.67	3.77	3.74	3.73	3.97	3.75	-0.22	3.72	3.72	3.77	3.80	0.11
Parliament	0.64	0.67	0.68	0.68	0.67	0.66	0.65	0.66	0.65	0.67	0.69	0.64	-0.05	0.65	0.66	0.67	0.66	0.01
Saratoga	0.18	0.18	0.17	0.17	0.17	0.16	0.16	0.17	0.17	0.16	0.16	0.17	0.01	0.17	0.17	0.17	0.17	0.01
Cambridge	3.49	2.97	2.64	2.53	2.46	2.49	2.63	2.59	2.61	2.62	2.52	2.56	0.04	2.63	2.62	2.59	2.58	-0.04
Alpine	0.70	0.58	0.62	0.58	0.56	0.59	0.56	0.54	0.56	0.54	0.52	0.51	-0.01	0.56	0.56	0.55	0.54	-0.02
Bristol	0.65	0.32	0.27	0.25	0.24	0.22	0.21	0.20	0.22	0.21	0.20	0.18	-0.02	0.21	0.21	0.21	0.20	-0.01
Basic	3.18	4.06	3.99	3.93	3.88	4.01	3.98	3.94	3.88	3.89	3.92	4.08	0.16	3.96	3.93	3.91	3.94	-0.03
PM Private Label	1.08	0.80	0.58	0.59	0.60	0.60	0.61	0.58	0.63	0.56	0.55	0.55	0.00	0.62	0.61	0.59	0.57	-0.05
RJ Reynolds	33.16	32.08	31.02	31.79	32.03	31.69	31.22	30.41	30.71	30.40	30.08	29.98	-0.10	30.75	30.67	30.51	30.29	-0.60
RJR Premium - Shr Prem	29.60	28.83	27.80	28.28	28.17	28.53	28.33	27.72	27.98	27.71	27.56	27.29	-0.27	28.05	27.95	27.83	27.63	-0.55
RJR Discount - Shr Disc	39.10	38.81	37.72	39.11	40.08	38.81	37.77	36.62	36.89	36.59	36.16	36.29	0.13	36.94	36.88	36.70	36.49	-0.58
Brown & Williamson	10.43	9.45	9.64	9.58	9.46	9.32	9.28	9.43	9.41	9.52	9.27	9.41	0.14	9.38	9.44	9.43	9.40	0.05
B & W Premium - Shr Prem	6.72	6.07	6.07	6.05	5.95	5.91	5.85	5.85	5.92	5.91	5.78	5.77	-0.01	5.87	5.89	5.87	5.84	-0.01
B & W Discount - Shr Disc	17.54	16.64	17.62	17.43	17.26	17.01	17.05	17.71	17.28	17.83	17.68	17.96	0.28	17.41	17.55	17.65	17.68	0.30
Lorillard	5.48	5.81	6.02	6.16	6.11	6.15	6.28	6.23	6.26	6.24	6.27	6.10	-0.17	6.28	6.26	6.26	6.22	-0.06
Lorillard Premium - Shr Prem	8.45	8.02	8.10	8.29	8.22	8.19	8.35	8.22	8.28	8.22	8.19	8.05	-0.14	8.32	8.29	8.26	8.18	-0.16
Lorillard Discount - Shr Disc	0.17	1.22	1.51	1.59	1.59	1.54	1.60	1.63	1.68	1.70	1.64	1.52	-0.12	1.62	1.64	1.65	1.64	0.03
American Tobacco	7.51	7.43	7.79	7.77	7.71	7.83	7.87	7.96	7.96	8.05	8.00	7.87	-0.13	7.91	7.93	7.98	7.97	0.07
American Premium - Shr Prer	7.32	6.86	6.84	6.87	6.85	6.80	6.70	6.73	6.71	6.84	6.73	6.62	-0.11	6.71	6.74	6.75	6.72	0.02
American Discount - Shr Disc	8.09	8.71	9.98	9.83	9.70	10.16	10.55	10.80	10.79	10.84	11.07	10.80	-0.27	10.64	10.67	10.80	10.88	0.23
Liggett	3.81	3.05	2.95	2.83	2.77	2.73	2.76	2.80	2.97	2.78	2.71	2.72	0.01	2.82	2.83	2.81	2.80	0.02
Liggett Premium - Shr Prem	1.91	1.49	1.51	1.48	1.48	1.44	1.44	1.43	1.47	1.44	1.42	1.40	-0.02	1.44	1.44	1.44	1.43	0.00
Liggett Discount - Shr Disc	7.42	6.36	6.16	5.80	5.62	5.63	5.74	5.95	6.36	5.86	5.83	5.82	-0.01	5.98	6.01	5.98	5.97	0.12

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

INTEGRATED TOP 25 PERFORMANCE
SUPERMARKETS
WEEK ENDING 12/31/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4wk-ago
Marlboro	19.06	22.31	23.41	22.97	23.01	23.21	23.48	23.81	23.38	23.58	24.07	24.63	0.56	23.56	23.53	23.62	23.91	0.33
Winston	6.40	7.21	7.00	7.15	7.07	7.11	6.97	6.78	6.77	6.76	6.83	6.74	-0.09	6.86	6.82	6.80	6.78	-0.15
Winston Select	0.33	0.87	1.01	1.15	1.23	1.26	1.18	1.05	1.06	1.04	1.02	1.02	0.00	1.10	1.08	1.05	1.04	-0.10
Winston Select Lights	0.00	0.49	0.52	0.58	0.64	0.65	0.60	0.52	0.53	0.51	0.51	0.51	0.00	0.55	0.54	0.52	0.51	-0.06
GPC	4.03	3.42	3.88	3.88	3.91	3.80	3.81	3.92	3.87	3.97	3.82	3.99	0.17	3.85	3.89	3.90	3.91	0.07
Basic	3.18	4.06	3.99	3.93	3.88	4.01	3.98	3.94	3.88	3.89	3.92	4.08	0.16	3.96	3.93	3.91	3.94	-0.03
Doral	5.59	5.75	5.72	6.09	6.29	6.12	6.00	5.50	5.65	5.50	5.29	5.39	0.10	5.67	5.63	5.53	5.46	-0.24
Camel	3.33	3.66	3.75	3.80	3.86	3.88	3.82	3.84	3.86	3.83	3.78	3.82	0.04	3.84	3.84	3.84	3.82	-0.02
Camel Filters	2.39	2.79	2.88	2.94	3.02	3.03	2.97	2.99	3.00	2.97	2.93	3.00	0.07	2.99	2.99	2.98	2.98	0.00
Camel Special Lights	0.03	0.36	0.37	0.38	0.39	0.38	0.36	0.35	0.34	0.34	0.34	0.35	0.01	0.36	0.35	0.35	0.34	-0.02
Camel Non-Filter	0.94	0.87	0.87	0.86	0.85	0.85	0.85	0.85	0.85	0.85	0.85	0.82	-0.03	0.85	0.86	0.86	0.84	-0.02
Salem	4.86	4.76	4.62	4.68	4.66	4.76	4.84	4.79	4.79	4.76	4.85	4.78	-0.07	4.80	4.78	4.79	4.80	-0.02
Newport	2.02	2.25	2.34	2.39	2.34	2.38	2.48	2.44	2.45	2.40	2.50	2.41	-0.09	2.46	2.45	2.45	2.44	-0.03
Kool	2.93	2.74	2.77	2.74	2.70	2.73	2.71	2.70	2.73	2.71	2.67	2.68	0.01	2.73	2.72	2.71	2.70	-0.02
Virginia Slims	3.72	3.54	3.61	3.60	3.62	3.69	3.67	3.77	3.74	3.73	3.97	3.75	-0.22	3.72	3.72	3.77	3.80	0.11
Merit	3.29	3.31	3.29	3.23	3.28	3.25	3.26	3.37	3.32	3.42	3.43	3.37	-0.06	3.31	3.35	3.37	3.39	0.10
Benson & Hedges	2.85	2.82	2.82	2.79	2.89	2.81	2.83	2.93	2.92	2.98	2.96	2.91	-0.05	2.89	2.93	2.94	2.94	0.07
Monarch	0.89	1.06	1.00	1.06	0.99	0.92	0.88	0.81	0.84	0.81	0.78	0.80	0.02	0.84	0.83	0.81	0.80	-0.06
Cambridge	3.49	2.97	2.64	2.53	2.46	2.49	2.63	2.59	2.61	2.62	2.52	2.56	0.04	2.63	2.62	2.59	2.58	-0.04
Vantage	2.17	1.87	1.78	1.78	1.76	1.83	1.85	1.79	1.79	1.81	1.78	1.76	-0.02	1.83	1.82	1.80	1.79	-0.06
Carlton	2.05	2.11	2.13	2.14	2.16	2.15	2.15	2.15	2.10	2.18	2.19	2.13	-0.06	2.15	2.15	2.15	2.15	0.00
Montclair	1.00	0.95	1.18	1.14	1.10	1.15	1.18	1.23	1.26	1.24	1.22	1.20	-0.02	1.21	1.22	1.24	1.23	0.04
Best Value	2.67	1.35	1.04	1.09	1.17	1.04	0.91	0.87	0.89	0.93	0.81	0.90	0.09	0.86	0.87	0.86	0.88	0.01
Pall Mall	1.62	1.53	1.55	1.55	1.53	1.54	1.51	1.55	1.55	1.56	1.56	1.52	-0.04	1.53	1.54	1.55	1.55	0.03
Misty	0.99	1.15	1.33	1.34	1.35	1.37	1.41	1.41	1.39	1.43	1.44	1.43	-0.01	1.40	1.40	1.41	1.42	0.01
Kent	1.84	1.64	1.59	1.62	1.60	1.61	1.55	1.56	1.55	1.57	1.58	1.54	-0.04	1.55	1.56	1.56	1.56	0.01
Viceroy	1.20	1.20	1.12	1.12	1.06	1.02	1.02	1.05	1.04	1.03	0.99	1.01	0.02	1.05	1.06	1.05	1.02	-0.03
Capri	0.89	0.75	0.85	0.87	0.85	0.85	0.86	0.86	0.85	0.87	0.89	0.85	-0.04	0.86	0.86	0.86	0.87	0.01
Now	1.24	1.06	1.00	1.02	0.99	1.00	1.02	1.00	1.00	1.02	1.02	0.96	-0.06	1.01	1.01	1.01	1.00	-0.02
More	0.98	0.92	0.89	0.90	0.89	0.91	0.89	0.93	0.94	0.92	1.01	0.88	-0.13	0.90	0.91	0.94	0.94	0.05

* Top 25 is based on All Outlet Combined.

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004

INTEGRATED DISCOUNT PERFORMANCE
SUPERMARKETS
WEEK ENDING 12/31/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4wk-ago
Private Label																		
PM PL	1.08	0.80	0.58	0.59	0.60	0.60	0.61	0.58	0.63	0.56	0.55	0.55	0.00	0.62	0.61	0.59	0.57	-0.05
RJR PL	3.14	3.48	3.33	3.38	3.50	3.29	3.22	3.33	3.38	3.33	3.21	3.22	0.01	3.32	3.36	3.36	3.28	-0.01
American PL	0.33	0.44	0.43	0.44	0.44	0.46	0.49	0.47	0.49	0.48	0.45	0.46	0.01	0.48	0.48	0.47	0.47	-0.02
Liggett PL	2.25	1.52	1.61	1.52	1.47	1.46	1.48	1.49	1.63	1.48	1.42	1.45	0.03	1.51	1.52	1.50	1.50	0.02
Total PL	6.80	6.24	5.95	5.93	6.01	5.82	5.79	5.88	6.13	5.86	5.63	5.68	0.05	5.92	5.96	5.92	5.82	-0.05
PL Share of Segment																		
PM PL	15.86	12.88	9.71	9.96	9.93	10.31	10.51	9.90	10.21	9.64	9.76	9.75	-0.01	10.40	10.20	9.94	9.85	-0.62
RJR PL	46.22	55.81	56.04	56.99	58.32	56.63	55.55	56.75	55.15	56.88	57.00	56.65	-0.35	56.07	56.35	56.77	56.40	0.37
American PL	4.83	6.98	7.26	7.36	7.32	7.92	8.46	8.01	8.00	8.17	8.01	8.09	0.08	8.08	8.01	7.99	8.07	-0.22
Liggett PL	33.09	24.33	26.99	25.68	24.43	25.13	25.48	25.34	26.64	25.31	25.23	25.51	0.28	25.44	25.44	25.30	25.69	0.48
BRANDED DISCOUNT																		
Basic	3.18	4.06	3.99	3.93	3.88	4.01	3.98	3.94	3.88	3.89	3.92	4.08	0.16	3.96	3.93	3.91	3.94	-0.03
Best Value	2.67	1.35	1.04	1.09	1.17	1.04	0.91	0.87	0.89	0.93	0.81	0.90	0.09	0.86	0.87	0.86	0.88	0.01
Monarch	0.89	1.06	1.00	1.06	0.99	0.92	0.88	0.81	0.84	0.81	0.78	0.80	0.02	0.84	0.83	0.81	0.80	-0.06
GPC	4.03	3.42	3.88	3.88	3.91	3.80	3.81	3.92	3.87	3.97	3.82	3.99	0.17	3.85	3.89	3.90	3.91	0.07
Raleigh Extra	0.71	0.65	0.43	0.40	0.38	0.36	0.35	0.34	0.34	0.36	0.33	0.33	0.00	0.34	0.34	0.34	0.34	0.00
Doral	5.59	5.75	5.72	6.09	6.29	6.12	6.00	5.50	5.65	5.50	5.29	5.39	0.10	5.67	5.63	5.53	5.46	-0.24
Cambridge	3.49	2.97	2.64	2.53	2.46	2.49	2.63	2.59	2.61	2.62	2.52	2.56	0.04	2.63	2.62	2.59	2.58	-0.04
Viceroy	1.20	1.20	1.12	1.12	1.06	1.02	1.02	1.05	1.04	1.03	0.99	1.01	0.02	1.05	1.06	1.05	1.02	-0.03
Misty	0.99	1.15	1.33	1.34	1.35	1.37	1.41	1.41	1.39	1.43	1.44	1.43	-0.01	1.40	1.40	1.41	1.42	0.01
Montclair	1.00	0.95	1.18	1.14	1.10	1.15	1.18	1.23	1.26	1.24	1.22	1.20	-0.02	1.21	1.22	1.24	1.23	0.04
Alpine	0.70	0.58	0.62	0.58	0.56	0.59	0.56	0.54	0.56	0.54	0.52	0.51	-0.01	0.56	0.56	0.55	0.54	-0.02
Old Gold	0.19	0.39	0.47	0.50	0.50	0.47	0.49	0.49	0.51	0.51	0.47	0.45	-0.02	0.49	0.49	0.49	0.49	0.00
Sterling	0.64	0.33	0.20	0.19	0.17	0.16	0.14	0.15	0.16	0.13	0.14	0.17	0.03	0.15	0.15	0.15	0.15	0.00
Bristol	0.65	0.32	0.27	0.25	0.24	0.22	0.21	0.20	0.22	0.21	0.20	0.18	-0.02	0.21	0.21	0.21	0.20	-0.01
Magna	0.35	0.20	0.13	0.13	0.12	0.11	0.11	0.10	0.12	0.10	0.10	0.10	0.00	0.11	0.11	0.11	0.10	-0.01
Pyramid	0.29	0.42	0.21	0.19	0.20	0.18	0.19	0.22	0.23	0.21	0.21	0.21	0.00	0.21	0.22	0.22	0.22	0.02
Riviera	0.07	0.04	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Bucks	0.10	0.06	0.04	0.04	0.04	0.03	0.03	0.04	0.03	0.04	0.04	0.04	0.00	0.03	0.03	0.03	0.04	0.01
Richland 20'S	0.14	0.07	0.05	0.05	0.04	0.05	0.04	0.04	0.05	0.04	0.04	0.04	0.00	0.04	0.04	0.04	0.04	0.00
American Ff/Lts	0.14	0.07	0.04	0.04	0.04	0.03	0.04	0.04	0.04	0.03	0.03	0.03	0.00	0.04	0.04	0.04	0.04	0.00
Covington	0.00	0.01	0.01	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O Branded Discount	1.06	0.85	0.72	0.72	0.73	0.71	0.79	0.81	0.86	0.82	0.81	0.77	-0.04	0.84	0.82	0.83	0.80	-0.02
Total Branded Discount	28.08	25.90	25.11	25.30	25.25	24.92	24.79	24.31	24.57	24.43	23.70	24.21	0.51	24.51	24.48	24.33	24.22	-0.30
Basic Share Of Discount	9.11	12.63	12.83	12.59	12.43	13.04	13.01	13.06	12.65	12.85	13.37	13.64	0.27	13.01	12.90	12.92	13.12	0.05
Total Discount Category	34.89	32.14	31.06	31.24	31.25	30.74	30.59	30.18	30.70	30.29	29.33	29.88	0.55	30.43	30.44	30.25	30.04	-0.35

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/xtcy0004